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POP SUPPLIER LISTING
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Brick by Brick



ALISON EMBREY MEDINA

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LAST SUMMER, I received a call from the National Retail Federation's (NRF) conference chair for Retail's BIG Show in New York. She was calling to ask if I would be available to speak on the main expo stage of this year's January show about customer experience in bricks-and-mortar retail stores today. As many of you know, NRF has morphed into one of the world's largest tradeshows for technology in the retail market, with a show floor packed with e-commerce players, POS solutions, cloud operators and digital integrators.

"So, you basically want me to showcase how physical retailers are integrating technology to enhance the customer experience in-store, right?" I asked, assuming this was the end game.

"No. We don't want you to talk about technology or online commerce at all," she answered matter-of-factly. "We're really focused on what's happening inside the physical store."

Well isn't that interesting.

With all of the headlines today forecasting and expounding on the "death of bricks and mortar" and the "rise of online retail," one would think we were all gasping our last breaths in the slow, unwinding demise of physical retail stores as we know them. But this year's NRF show infused a giant breath of fresh, retail-heavy air into our lungs.



By the afternoon keynote on the first day of the show, the message was clear that technology was not—I repeat WAS NOT—becoming the death knell for bricks-and-mortar retail. In a session titled, "Brick Is the New Black," moderator Baljit (Bal) Dail, CEO of JDA Software, strongly proclaimed, "The physical store is not dead. It is still very much at the emotional and financial core of today's retail model." If anything, Dail continued, technology today is making retail stores smarter. Better.

In another session on global retail innovation

the following day, the founders of Bilder & De Clercq (a Dutch market focused on home cooking made easy) illustrated the notion of experience and the powerful effect of the store on the consumer. With a giant slide reading, "LONG LIVE RETAIL" in the background, the two founders emphasized experience above all: "A retail store is the best billboard you can have," they said. This coming from a firm that is about to launch a major collaboration with Google and that will be integrating digital ordering, interactive TV, NFC technology and same-day online delivery—their single physical store is still the heart, soul and lifeblood of their powerful brand.

When it was my turn to speak (to an international crowd of 800-plus, *egad!*), my message followed suit. Physical retail isn't going anywhere anytime soon. Stores are getting smarter by the day, but they aren't disappearing.

They are the heart and soul of the brand. And certainly the heart and soul of *this* brand. Long live retail!



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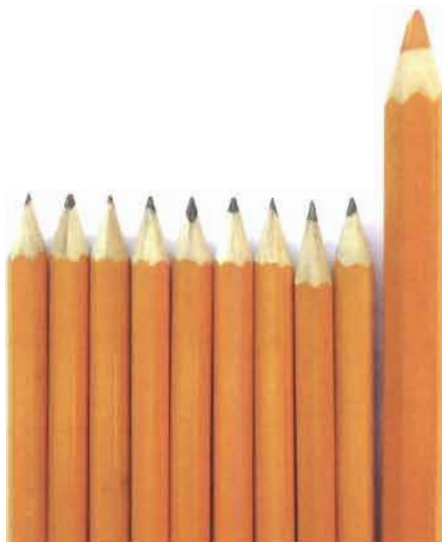
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Bigger IS Better

REGULAR READERS OF this column know that something big is coming to GlobalShop at Mandalay Bay Las Vegas on March 24-26, 2015. But it's not just the Centerpiece Exhibit.

GlobalShop 2015 will be featuring more new products than you've seen at any event we've produced in a decade. To date, there are already 170 completely new exhibitors committed to the show—that's more new companies than we saw appear in the 2013 and 2014 shows combined. And at this moment, we still have 60 days to go—a limited time for companies to scramble for the few remaining spaces. What awaits is positively a shopping spree for your imagination with more fixtures, more seasonal prop displays and more decorative and point-of-sale innovations than you've been able to find at any one place and time since George Bush was in his first term (admittedly, I'm referring to the second George Bush).

In past years, exhibitors have shared with us the astonishing advancements that have propelled their businesses—and they'll be giving us even more in 2015. As the economy has improved, so too have the R&D budgets of the industry that supply the store design buyers. We've seen pioneering



changes from the major material suppliers of wood and metal, as well as a burgeoning supply of new products in the surfaces segment. So, if you've been looking for something that's new and different for an upcoming project or rollout, your timing could not be better.

A once-in-a-decade product surge is hardly the only reason to join us. Another compelling reason for the sojourn to Las Vegas is the unparalleled opportunity to network—retail's strong performance in 2014 has generated healthy marketing and capital expenditure budgets. This means that

the nation's largest gathering of store design professionals will be bigger in 2015 than any year in recent memory. We are seeing double-digit growth in registrations every week, which means that you will see more industry peers than in recent years and will have the prospect of meeting an unequalled number of company representatives, both on the supply side and the buying side. (Click our website's "Attendee" button to see an up-to-date list of registered attending companies.)

If you need additional impetus for upper management to buy in for your travel to the show, head back over to our website to review the conference program, which will help you gain insights that will sharpen your focus and deliver new thinking to your organization.

And finally, if that were not enough, don't forget our Centerpiece Exhibit, the 10,000-sq.-ft. store, "The Path to Purchase: Destination Bricks & Mortar," which brings more than a dozen cutting-edge solutions to the physical/digital fusion phenomenon at the forefront of the new shopper experience.

It's going to be a big year. Don't miss it.



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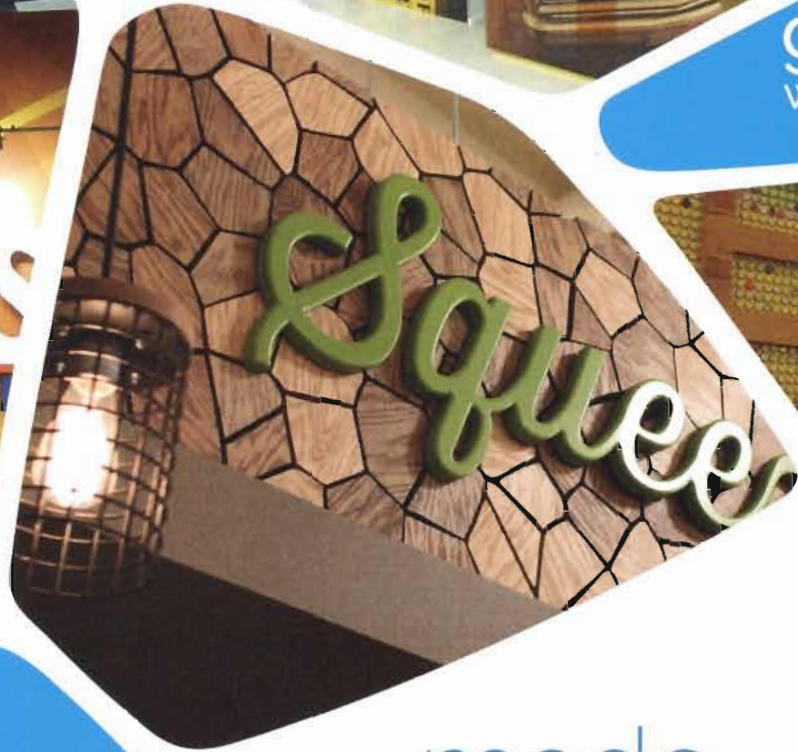
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Gold Rush



[2]



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1.

These gold lamps are one of more than 3,000 traditional lanterns from Moroccan Bazaar, the United Kingdom's largest supplier of Moroccan floor and pendant lighting.

moroccanbazaar.com RS #151

2.

The DOMUS Table Lamp by Belgian designer Hind Ravi is bleached solid oak with two facing Italian glass domes lined with gold leaf. Other colors available.

hindrabi.com RS #152

3.

These elegant polished brass pedestal showcases from JPMA Global feature metal molding and are highlighted with a pop of Plyboo wood.

jpmaglobal.com RS #153

4.

Inspired by catwalks worldwide, Genesis Mannequins has developed a "Couture Line," seen here in metallic gold, of slim silhouettes and poses catering toward the high-fashion sector.

genesis-display.com RS #154

5.

Designed by Nicolas Aubagnac, the Simbad pedestal table by Pouenat is made in France and features steel with copper aluminum leaf and a wooden top.

pouenat.fr RS #155

6.

Galaxy Glass & Stone has partnered with 4walls to introduce the Galaxy + Level Design Collection of architectural glass.

galaxycustom.com RS #156



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'SICK' SURFACING

F USING THE SKATEBOARDING culture with ceramic surfacing, New York-based Imagine Tile recently launched a collection of porcelain skate-inspired tiles in collaboration with lifestyle design brand Art of Board. The product line features a variation of 12 different 12-in.-by-24-in., durable rectified porcelain tiles in a matte finish. "Retail environments are increasingly using design features, such as surfacing, to create interactive, engaging and branded spaces," says Christian McAuley, president of Imagine Tile. Inspired by the offbeat character and individuality of urban skate culture, the surfacing is intended to elevate a space, supplementing a theme and telling a brand story through tile.

Imagine Tile's patented glazing technology



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imagine-tile.com RS #221

adds a vivid, realistic quality to the series with high-resolution imagery of used and recycled skateboard decks collected through Art of Board's "I Ride I Recycle" program. "In each piece, you'll see the scratches and scrapes from actual recycled skateboards," says Bruce Boul, co-founder and vice president of Art of Board. "By recycling used skateboards, we as designers are able to capture and celebrate the passion and creativity of each individual rider like brushstrokes on a canvas, and help brands develop a new storyline in retail spaces that speaks to their customer."

The floor collection is made with pre-consumer recycled materials, contains no VOCs and is commercially rated for indoor or outdoor use. Cool and sustainable—we're certainly on board with that.

— Lauren Mitchell

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So when can I get this order?

K *When do you need it?*

Would next Thursday be out of the question?

K *Yeah, that's not going to happen.*

Ok, when can I get it?

K *You'll have it all tomorrow.*

What?

K *Hey, everything you need is in stock and ready to ship.*

Really? That's amazing.

K *That's just how we do it.*

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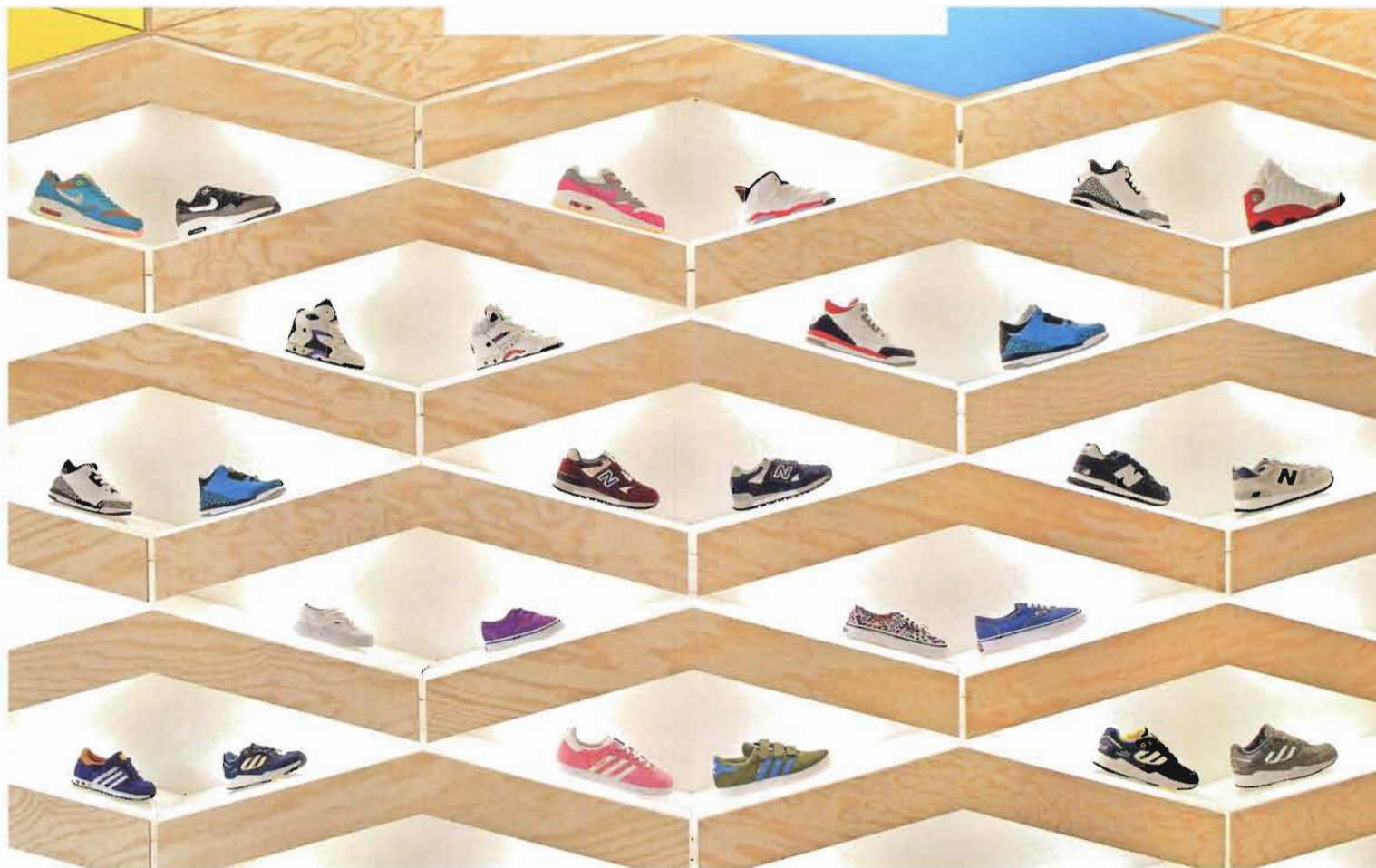
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Add It Up



ZÜRICH-BASED ARCHITECTURE firm Rippmann Oesterle Knauss (ROK) creates stores with interior environments that first see the light of day as a mathematical model. For the Suppakids Sneaker Boutique in Stuttgart, Germany, ROK covered one wall with multiple elongated, diamond-shape, 3-D wood cutouts.

Across the top of the wall, the shape is incised into the surface material. Below, the diamonds become open internally lit displays, each holding a pair of sneaker styles to appeal to boys and girls ranging in age from tots to teens. Rather than have kids become fidgety and disinterested while

browsing and then waiting for the shoes to be brought to the sales floor and tried on, the display itself becomes part of the shopping experience. Along the outline of the recessed enclosures at the front of the display wall is a smooth polished edging that serves as a miniature raceway for colored wooden disks that kids grasp to guide them vertically and horizontally through the display.

ROK applied its expertise in automated fabrication and computer-based planning to express its concept for Suppakids. Using Rhino, a 3-D computer graphics and CAD software program, ROK used its ability to produce precise representations

of geometric forms based on the NURBS (non-uniform mathematical rational B-spline—say that three times fast!) model for the Suppakids wall. Their plans were translated by computer numerical control into bent steel rods and clip fasteners to produce the wall display elements. Natural and painted pinewood for the other walls and the floor contribute to the overall lively ambience.

We're not going to pretend to understand all the logistics of their mathematical calculations (heck, we barely remember long division), but we do understand an equation for great design. A+!

- Vilma Barr

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Trends to Watch in 2015



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IN THIS EVER-CHANGING retail landscape, I am seeing five significant trends that I believe are influencing both retail design and the customer shopping experience.

1. FOOD EXPERIENCE

Eataly in New York and Chicago embodies the food experience by combining shopping for Italian food with tasting and dining stations. Grocers across America are testing dine-in opportunities, as well as offering completely prepared, ready-to-serve, take-home dinners. Standard Market in Chicago offers a nightly take-home and-heat dinner for two in a ready-to-go shopping bag.

2. POP-UPS

Pop-up stores continue to grow nationwide, enabling retailers small and large the opportunity for customers to "try on" their brand. Who would have guessed that SC Johnson would open a Glade pop-up store in New York's Meatpacking district? A viable example of combining scent, sight and touch in a soothing, yet creative, environment.

3. INSTANT GRATIFICATION

We've gone from the Pony Express to Wells Fargo stage coaches to monthly deliveries, two weeks, two days—and now with Amazon warehouses across America, same-day delivery. In the not-too-distant future, customers will be able to 3-D print their purchases at home, eliminating deliveries altogether. What challenges will that bring to the store design community, as well as the in-store customer shopping experience?

4. CURATED SPACES

The Dover Street Market in New York exudes what the meaning of curation is all about: an incredibly designed, multi-branded, seven-floor store of curated shops, created in an ever-changing environment. A visual designer's dream and a trend for large retailers to follow closely.

5. AUTHENTICITY

Quality, craftsmanship and design describe Shinola, an expanding retailer that offers handcrafted watches, bicycles, journals and curated accessories—all American made. Another is Best Made Company, which brings authenticity with its lines of axes, knives, tools and clothing—all designed to be passed down for generations.

CHUCK LUCKENBILL IS PRINCIPAL OF LUCKENBILL RETAIL SOLUTIONS. HE IS A CREATIVE INDUSTRY LEADER WITH EXTENSIVE EXPERIENCE IN STORE DESIGN AND VISUAL MERCHANDISING, HOLDING SENIOR LEADERSHIP POSITIONS WITH DAYTON HUDSON, CARSON PIRIE SCOTT, KOHL'S AND OFFICEMAX.

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VISUAL CITY



In the Driver's Seat



FORGET YOUR TYPICAL (and much dreaded) auto dealership experience. At Bluewater in the United Kingdom, it's all about digital boutique selling.

The U.K. super regional shopping center Bluewater became host to a genuine gear change in auto showrooms this past November.

Enter Rockar Hyundai, a "digital store" from the duo of South Korea's Hyundai Motor Co. and Rockar. Rockar was formed in December 2011 by entrepreneur Simon Dixon, who is better known as the former CEO of auto-dealer Dixon Motors and co-founder of online auto website jamjar.com ("jam jar" is a London colloquialism for car).

This is not a pop-up either, but rather a 10-year lease in a 2,015-sq.-ft. space that integrates in-store, online and mobile platforms, allowing shoppers, via touchscreens, to research the range, book test drives, obtain a price for their old car,

choose a payment or organize a service. Rockar Hyundai "Angels" (not sales staff) are on hand to assist. Examples of the entire Hyundai range are available to test drive via a dedicated parking area adjacent to the rear of the store, while a servicing facility close by allows Hyundai owners to drop their cars off while they visit Bluewater.

Created by design agency Dalziel & Pow and supported by MediaZest, this digitally enhanced auto boutique is populated with 26 digital screens that wrap round the entire space and display bespoke content designed to communicate Rockar Hyundai's proposition, pricing and promotions.

"The use of digital content in Rockar has been an integral part of the design and forms a core part of the experience," says Ross Phillips, associate design director, digital, Dalziel & Pow. "By immersing the customer in a full digital wrap, we are able to communicate an entirely new shopping journey in

engaging components, which are then easily updated as confidence grows."

MediaZest built the system, including a large number of dynamic templates, using Scala to pull in live information (think travel and weather), which can be rapidly updated to incorporate social media, such as Tweets, Facebook posts and Reevo reviews. The showroom is paperless, so the content not only informs and promotes the cars and brand, but also explains and takes consumers through the purchase journey via touchscreen.

"It is clear from research that customers buying a new car find it an intimidating experience," Dixon says. "Rockar's vision is simple: to ensure the customer is truly at its heart and feels empowered throughout the process."

We think car shopping never seemed so easy and, dare we say, fun.

- Mark Faithfull

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PERFECT FIT

WHEN IT COMES to the in-store experience at the Calvin Klein jeans shop at Macy's, the only thing getting between customers and their Calvins is technology. Although it's more of a tech-assisted go-between—the customer and the goods, that is.

Calvin Klein Jeans debuted a “denim shopping assistant” in October at Macy's Herald Square in New York. Located on the renovated fourth floor in its women's premium denim area—which features not only CK options, but also DKNY, Levi's, Joe's Jeans, Kind Of, DL, Citizens of Humanity and Free People—the idea was to develop a fit guide for Calvin Klein Jeans that could educate customers on the plethora of options piled in folded stacks before them.

Shoppers can browse denim lines, interact with virtual sales assistants and locate a particular size, fit, color or style. New York-based Creative Realities assisted Calvin Klein Jeans with the project. Arresting, yet starkly minimal, black-and-white images of models in their Calvins—echoing iconic Calvin Klein photo campaigns—was handled by Spring Studios of New York.

“From the start, we worked hand-in-hand with the CK team to establish a strong bridge between their retail merchandising efforts and marketing technology systems to seamlessly integrate the right digital elements (including Internet-based media and mobile applications) into the aesthetics and attributes of the brand,” explains Paul Price, CEO of Creative Realities.

The strategically placed interactive displays feature streaming content and high-definition graphics, which serve to inspire customers and influence their buys. For the mission-focused shoppers who know what they want, virtual sales associates can be accessed to locate a particular size, fit, color and style in store. The virtual sales assistants leverage the store's artificial intelligence system to show shoppers where merchandise can be found by synchronizing LED lighting that highlights placement on shelves.

To date, 18 Macy's stores throughout the chain have received the virtual assistant. Now if only they'd add one in their underwear departments!

— Janet Groeber



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022 how'd they do that?



SCREEN TIME

THE DHAMANI 1969 boutique, which opened in the Dubai Mall last July, oozes opulence. Designed by Seattle-based Callison, the 3,500-sq.-ft. boutique showcases the retailer's rare gems and exclusive, handcrafted jewelry in a lavish atmosphere anchored by a central, bronze-finished screen.

Custom designed by the Dhamani graphic design team and fabricated by Dubai-based FDC Intl., the partition features the brand's iconic floral motif. "We thought a screen—a beautiful, delicate, handmade screen—would make a great environmental art piece and act like a curtain in a classical salon," says Dave Scurlock, principal for Callison. Beyond providing a striking backdrop, the screen's floral pattern evokes a traditional pottery print from Jaipur, India, which is where the Dhamani family grew up and launched their business.

Since the brand pattern had always been two-dimensional, several mockups of the screen sections were created to test the scale and thickness of the bronze. "We wanted to be sure that the three-dimensional screen pattern piece had the proper delicate appearance, yet was still stable enough for installation," Scurlock explains. The approximately 13-ft.-tall screen was laser-cut from 5-millimeter-thick metal, cut into individual sections and then hand-assembled with 7,000 individual welds.

With each leaf and branch individually hand-ground and given a hand-rubbed bronze finish, the entire process took more than a month to complete. But it was worth it—the final statement piece has a seamless, stately presence that does the surrounding luxury space and merchandise justice.

—Lauren Mitchell

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Keep It Weird

AUSTIN ALLEGEDLY GROWS by a whopping 58 residents a day. When companies like Facebook and Google opened their doors there over the last few years, a diverse pool of Texan and transplant shoppers (plus massive waves of hip SXSW visitors) emerged. They have a sophisticated style and thicker wallets, and now brands like Tory Burch, Warby Parker and TOMS Shoes keep customers local rather than sending them on sprees to Houston or Dallas. New retail may be crowding in, but not pushing out, Austin's original funky vintage stores and favorites, like STAG, BlackMail and By George. Keep your eyes on Seaholm, a forthcoming \$130 million high-rise condo development that will showcase 48,363 sq. ft. of coveted retail space in what used to be Austin's dormant, but architecturally and historically significant, power plant site on West Cesar Chavez Street. Will this major retail move still Keep Austin Weird? We hope so.

—Zoë Zellers



Warby Parker Class Trip

Hop onboard! Nestled between food trucks, covered pavilions and picnickers, you can't miss Warby Parker's traveling showroom—a school bus that rolled into town in November and is parked until mid-May. The mobile shop features leather sofas, oak shelving, custom frame selection and a lending library curated by Austin Bat Cave, a local non-profit group for writers.

Photo courtesy of WARBY PARKER

Salt & Time

Last year, Salt & Time, an ambitious bricks-and-mortar butcher shop and restaurant, opened on the hipper-than-thou East Side, drawing big chefs, home cooks and international transplants craving grass-fed lamb, chicken and elk, pancetta and even porchetta di testa (that's pig heads!). Husband-and-wife team Ben Rurikle (a vegan turned butcher) and Natalie Davis fell in love with the sunny space, executing a major cleanup and enhancing it with sparse white walls, bright overhead lighting, tiled floors, neat window displays of daily selections and counter seating.

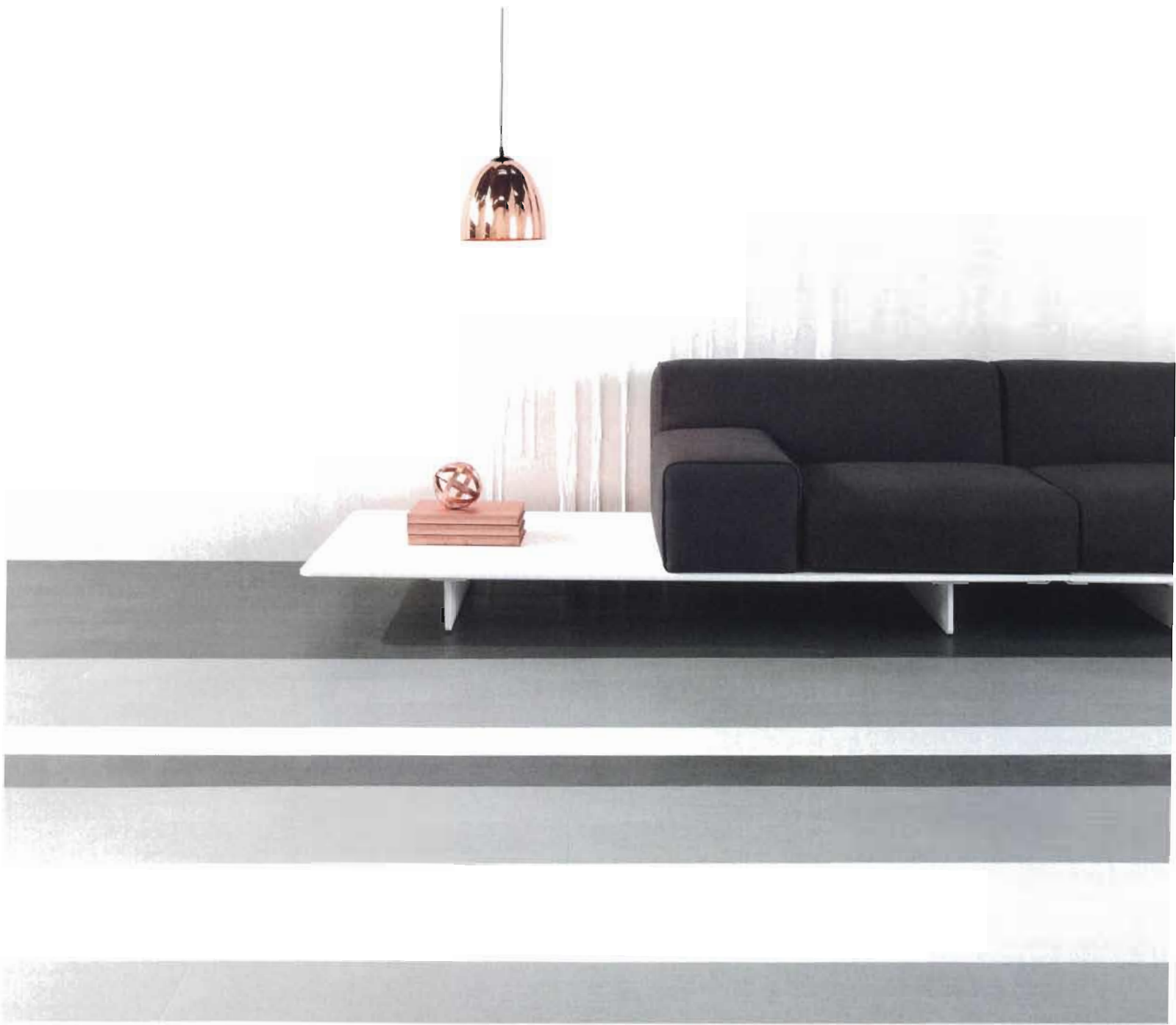
Photo by ROBERT LERMA

STAG

STAG isn't new, but it is a superb staple that has garnered praise nationwide since its inception. Co-owners Don Weir and Steve Shuck designed the 2,400-sq.-ft. gentlemen's mecca envisioning "a modern day general store for every man," Weir says. Think Willie Nelson meets Cary Grant meets James Dean. The expertly edited, rugged yet refined store displays high- to low-end, and vintage clothing.

Photo by CASEY DUNN





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Design Americas to Debut in Miami

EMERALD EXPOSITIONS LLC will launch Design Americas, a new show serving the hospitality, contract, kitchen and bath, and retail design markets, in Miami this year. Created in response to the expanding world of design, the show will offer a comprehensive destination for designers looking to explore the latest innovations and solutions, either from a particular niche or spanning the entire design industry.

Taking place at the Miami Beach Convention Center from Sept. 16-17, the event will include four shows with four distinct areas, with a floorplan that allows attendees to explore the entire exhibition. In addition to hundreds of unique exhibitors, the show also will feature a series of panels and conference sessions led by industry experts.

Design Americas will be promoted to the newly created attendee/reader database of Emerald Exposition's Design Group, which features more than 220,000 contacts, including the top architects, interior designers, developers, visual merchandisers and retailers in the key markets of Brazil, Mexico, Colombia, Argentina, Venezuela, Peru, Chile and the Caribbean Islands.

"The design audience we serve is concurrently engaged in multiple facets of the industry," says Joe Randall, executive vice president of the Design Group. "Design Americas was created to provide designers and developers throughout the Americas with a comprehensive resource comprised of

leading global suppliers serving every aspect of the interiors industry."

For the first time, architects, designers and developers will find a complete resource encompassing the hotel, restaurant, resort, cruise ship, commercial contract, residential and retail environment design sectors. For more information, please visit designamericas.com.

- Lauren Mitchell

CORRECTION: In the January issue on page 14, the caption for On Trend No. 3 should have read as follows: "Genesis Mannequins has come out with a line of dogs, including French bulldogs, bulldog puppies and Weimaraners, for displays and general cuteness. The Karl Lagerfeld puppy was a part of a larger comic-book-themed storyline that included several bulldog puppies dressed as some of the designers of our time."

NEW STORE WATCH



[1]



[2]



[3]



[4]

1.

adidas Originals,
Athens, Greece

Opened: October 2014

Photo courtesy of
LOUISANIKOLAIDOU.COM

2.

Dinosaur Designs, London

Opened: September 2014

Photo by **SIMON BROWN**/
courtesy of **DINOSAUR
DESIGNS**

3.

Le Baron, Shanghai

Opened: October 2014

Photo by **COLIN JONES**

4.

Naturiste, Rosemère,
Quebec, Canada

Opened: July 2014

Photo by **YVES LEFEBVRE**

Check out additional images of these stores and more at designretailonline.com/projectgallery.

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World Department Store Forum 2015

WDSF HEADS TO ROME THIS SPRING

THE BIENNIAL World Department Store Forum (WDSF) will take place April 23-24 in Rome. The forum, which discusses current issues in department store retailing from both an imaginative and strategic perspective, welcomes all decision-makers and stakeholders of the retail industry to participate, share ideas and learn from fellow industry members. WDSF 2015 will be organized by the Intercontinental Group of Department Stores (IGDS) in collaboration with GruppoCoin (Coin Department Stores, Excelsior, OVS, lana) of Italy.

"WDSF is a unique discussion platform," says Werner Studer, executive director of IGDS. "Delegates can get a quick overview of the state of the industry and learn directly from the best from around the world." Speakers—CEOs and retail experts from Primtemps, Eataly, The Swatch Group, Woolworths Holdings and more—will offer industry insight and share how they are building their brands and managing their businesses. Delegates will get the opportunity to interact with speakers during panel discussions, which will take place at the end of each session.

Highlights of WDSF this year will include two new awards—World's Best Sales Associate at Department Stores and World's Best In-Store Campaign at Department Stores—in addition to the new location, which will offer a great place for attendees to network and meet peers from around the world.

"As the venues and countries are changing every year, participants exchange and discuss always in a new environment, which is a great way to discover new cultures, ideas and concepts," Studer says. "There's no doubt that Rome, with its fabulous cultural offer and retail environment, will be an inspiration for many WDSF participants."

- Lauren Mitchell

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The Post-Omnichannel World



JIM CRAWFORD

CHIEF EXPERIENCE OFFICER

CHUTE GERDEMAN

jcrowford@chutegerdeman.com

IN THE 1990s, when the Internet created a tangible link between modes of shopping that previously had been isolated (stores and catalogs), retailers struggled with how to understand, measure and connect with shoppers in multiple ways.

It was out of this confusion that the concept of “multichannel” was heralded as retail’s saving grace, and soon retailers were abuzz with cross-channel shoppers.

Fast-forward a few years, and retailers began scratching their heads wondering why their multichannel initiatives hadn’t delivered the stunning ROI they were promised. Shoppers still longed for a consistent experience, but multichannel wasn’t cutting it. Thus, “omnichannel” was born.

But, the real problem isn’t whether the channels are “multi” or “omni”—it’s that retailers are still focused on “channels” rather than how the shopper views the world. The future is beyond channels.

To bridge in-store, on-the-go and at-home experiences, consider these four important steps:

1. Inspire to shop. If you’re never providing inspiration for what is possible, you’re only selling a commodity. Whether it’s a peek into the season’s hottest fashion trends or cooking a meal with the newest superfood, give your customers the how-to that encourages them to shop. Provide in-store checklists with featured items, and showcase popular items trending online.

2. Aid the experience. Retailers need to reposition their thinking as to how the digital world can aid in the shopping experience. Offer in-store price comparison and consumer reviews—the transparency will earn you points in the consumers’ eyes. Give them access to online



inventory while shopping in-store. These options could be the difference between a product purchased and a sale lost.

3. Make it convenient.

Use digital technology to enhance the customer experience by adding an element of convenience. Offer in-store pickup for online orders. Customers rarely want to wait for product to be shipped to them, no matter how fast you can get it there.


And getting the customers into the store encourages them to explore even more.

In the same realm, offering home delivery for in-store purchases is definitely an added convenience for items that are too large for consumers to easily transport.

Finally, provide mobile navigation to help consumers find the product location. They won’t buy it if they can’t find it.

4. Establish a history. It isn’t always the immediate purchase that matters. Often, a consumer is exposed to a product several times before making a purchase, so create rapport with the consumer and build a digital conversation.

Use mobile scanning or in-store devices to let consumers add products to wish lists for future purchases or gift ideas. Or provide in-store notifications for items consumers have browsed or left in their online cart, giving them incentive to purchase in-store.

Retailers that can move from focusing in single channels toward a connected consumer shopping experience can remain competitive in a rapidly evolving retail landscape. 

4 Truths of an Omnichannel Present

✱ It’s still a store world

In 2013, 90 percent of retail transactions happened in the store. We’re still in a store world, and the proof is that brands are investing more heavily in the store.

✱ The shopper is large and in charge

Although 90 percent of shoppers expect consistent brand experiences across channels, just 5 percent of retailers have fully executed an omnichannel strategy.

✱ It’s a matter of trust

Fifty-two percent of shoppers said one negative review impacts how they feel about a brand. Mistakes on quality, service or value can have a profound effect on the brand.

✱ Mobile is part of the answer

A whopping 84 percent of smartphone shoppers use their devices to guide in-store shopping experiences. So, mobile is a way to engage with shoppers and keep them coming back.

JIM CRAWFORD IS CHIEF EXPERIENCE OFFICER FOR CHUTE GERDEMAN, A LEADING RETAIL BRANDING AND DESIGN CONSULTANCY BASED IN COLUMBUS, OHIO.



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A Korean Story



PACO UNDERHILL

CEO & FOUNDER

ENVIROSELL

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THE LOTTE WORLD MALL in Korea sits at the base of Seoul's first 100-plus-story building. Luxury retail, an adjacent amusement park, a good subway connection and a plethora of Chinese tourists have made the mall yet another epicenter for Asian shopping.

Korea is a global success story. It is hard to imagine that this agricultural nation with the same GDP as Egypt in 1960 would have gone through the transformation it has in a little more than 50 years. When I lived in Seoul as an exchange student in the winter of 1972, the city was heated with small stoves burning coal/clay briquettes. The city had, with Ankara in Turkey, the worst air pollution a 20th-century city has ever known. With a midnight curfew, the city went crazy at 11 p.m. as everyone raced to make it home before the city shut down.

Today, almost nothing of the city I knew in 1972 exists. More than half of all Koreans live in the Seoul metro area, making it one of the most homogenous of modern cities. Smartphone penetration and cyber-speed access is the highest in the world. In almost every way in which we calculate progress, Korea is remarkable—from average income to low infant mortality to educational test scores. The air pollution is long gone, as is even the memory of the briquettes.

Samsung is the world's largest manufacturer of consumer electronics, having left Sony in the dust more than 10 years ago. Korean car manufacturers, which were laughed at 20 years ago, are producing high-quality products at fair prices that sell well everywhere. In this Confucian culture, there always has been a high priority placed on education. A family will sacrifice to send their kids to the




best university they can afford. Korean universities turn out good engineers and marketers. In a nation with no natural resources, its stock in trade has been intellectual capital and a capacity for hard work. I don't know a major American design firm that doesn't have tough stories about working for Korean clients. I know I do.

Outside the engineering realm, Koreans now also are exporting a modern form of "Korean Kulcha," and it is sweeping across Asia. We got "Gangnam Style" on YouTube. We watched it, loved it and yet somehow did not put it in context. K-Pop is a major export to the Millennial Asian market (think *NSYNC). In 2012, K-Pop is estimated to have had \$3.4 billion in sales. It is boy bands and girl bands all packaged like candy bars. It is sound, dance and light shows. What is evident to the Western eye is the sexual ambiguity of it all. Borrowing from Japanese Manga, the cutie-pie sexuality is confusing. It isn't the twerking of

Miley or the cleavage of Beyoncé; it is about a synthesized vision of chaste perfection.

K-Pop has a slightly older sibling, which is the Korean telenovela (or soap opera) that, like K-Pop, has seeped across Asia. Unlike "Sex and the City," these are contemporary Confucian morality plays, which play on romance and virtue, and are less challenging to the conservative social norms of modern Asia. No sex, and kissing doesn't start until the couple has known each other for at least 10 episodes, or so the legend goes. What they share are pretty women with highly developed shopping habits. The telenovelas translate and can be easily dubbed. The actors are clearly Asian and are easy to identify with. They are broadcast, downloaded and circulated on DVD at convenience stores. What is scary is how, just like "Sex and the City" in its prime, and its stars are used as icons. What seems even more important is

how "the look" is being used by Korean fashion and cosmetic brands. They are giving the Western luxury brands a run for their money. Chanel, L'Oréal and Revlon have Amore Pacific and Innisfree up on their radar screens.

What has made K-Pop and the telenovela phenomena work is their powerful link to social media and YouTube. In Korean culture, so many young people commute to and from work for an average of two hours a day on public transportation—for those hours, their heads are buried in their smart screens. What are they watching? Not reruns of "Friends." The dipsticks of the future of modern shopping are all out there—we just have to recognize them and pay attention. 

PACO UNDERHILL IS THE FOUNDER OF ENVIROSELL AND AUTHOR OF THE BOOKS "WHY WE BUY" AND "WHAT WOMEN WANT." HE SHARES HIS RETAIL AND CONSUMER INSIGHTS WITH DESIGN:RETAIL IN THIS BI-ISSUE COLUMN.

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- FULLL

Can thousands of SKUs still
feel easy to shop?

Beauty purveyor Éléganza proves
it can with its latest one-stop
shop that paints a dynamic
shopping journey filled with
discovery and elegance

By JENNY SCHRANK
Photos courtesy of RUSCIO STUDIO



uring the 1980s, the fashion world made a commitment to the philosophy of “bigger is better,” especially when it came to hairstyles—the higher the bangs, the greater the volume and the more hairspray, the better. Éléganza, a specialized hair care boutique in the Quebec City area of Canada, has spent the last 10 years also committed to a “bigger is better” mantra. However, for Éléganza, “bigger” means offering customers a wide selection of beauty products, and “better” means the volume of merchandise is affordable and accessible in an environment that elevates the beauty shop experience.



- ← [Opposite page] The expanded salon area combines sleek details with graffiti elements.
- ↖ Custom make-up displays serve as space dividers.
- ↘ A funky chandelier and the use of the signature Éléganza red define the cashwrap.
- ↓ Low display units were designed with curves to encourage meandering.



"We believe in having products accessible and at the right price," describes Alain Parent, founder and owner of Éléganza. "We have half a million dollars worth of inventory at each store, if not more. This means the customers have choices and can work with our staff to find a product that meets their needs."

While Éléganza originally focused on professional hair care products, Parent has been expanding the merchandise categories over the years. Now with nail care, make-up, wigs and hair extensions, in addition to approximately 50 percent of the merchandise dedicated to hair care, the store has emerged as a one-stop beauty shop—a retail platform featuring high-volume

products that is experiencing four times the mall sales average.

For Parent, the name Éléganza signifies the elegance of beauty. Since the store is focused on selling beauty, he wanted a design that better represented the essence of beauty. He also wanted to provide more space for customers to explore and discover the unique and ample supply of products available.

Working with Montreal-based Ruscio Studio, a new store concept has been introduced at Place Fleur de Lys in Quebec City. The 6,150-sq.-ft. store redefines the Éléganza shopping experience, a distinct beauty journey.

"From the get go, we could not lose sight of the fact that

“The interior is polished, not too gritty. A beauty environment with a street feel.”

—ROBERT RUSCIO, RUSCIO STUDIO



the client is a mass merchant,” says Robert Ruscio, president and principal designer of Ruscio Studio. “We can easily mainstream a space, clean it up and not take into account the SKUs they work with. It was important to tune into that while making it shoppable.”

The design approach for the interior was to fuse the big-box warehouse environment with elements found in a boutique or department store, Ruscio adds. And opening sightlines was priority No. 1. The 15-ft.-high ceiling allowed the team to maximize the perimeter of the interior layout with the volume of merchandise. “Tall units were designed for the perimeter walls only,” Ruscio says. “All the displays in the middle of the store were lower than eye-level to create open sightlines, thereby allowing customers to be drawn all the way to the back of the store.”

By specifying high-gloss, white shelving, the team took advantage of the branded colors and product packaging of the merchandise. “It serves as an eye-catching, colorful design detail that creates a pixilated effect,” Ruscio notes.

Convex and concave curves in the casework mimic the movement of hair, providing fluidity to the design, and a more feminine appeal. The units subtly guide customers, encouraging meandering and helping them navigate the space as they discover product along the way. It also was important

to Parent and the design team to maintain a clean, comfortable and organized environment, so the displays were created to appropriately house specific product categories while encouraging customers to interact with the merchandise.

“We didn’t want linear walking patterns,” Parent says. “We used circular and curved elements, so customers can take several paths through the store, allowing them to find something new around every corner.”

While the exposed ceiling maintains the industrial feel of a mass merchandise retailer, solid wood beams were suspended to add warmth and create a linear detail. By stepping the beams and integrating lights in between, an undulating effect adds a soft movement and energy to the store. The linear detail of the ceiling is complemented by the selection of plank-size porcelain tiles for the flooring. The concrete textured tiles with a gloss finish achieve a more polished, fashion-forward appeal, while offering a durable, cleanable flooring solution.

Due to the volume of colorful merchandise, a neutral color palette was used to create the right backdrop for the product with the careful integration of the *Éléganza* lipstick red to reinforce the brand and infuse a sense of femininity.

“We didn’t want to veer from the brand red, but we decided to use it sparingly and strategically,” Ruscio says. “We used it at the cashwrap, wall

dividers, at endcaps, for accent chairs in the salon and as a logo reverse. Keep in mind that the store houses hundreds of brands and thousands of different SKUs, so we needed to make room for those to stand out against the *Éléganza* brand.”

The team developed ceiling details and a lighting strategy to complement the overall design, to support wayfinding and to add the boutique feel to the space. Oversized rings over designated areas accentuate merchandise offerings. “Direct track lights best serve the mass merchandise with indirect lighting for ambience, placing focus at the right place,” Ruscio says.

This strategy is evident at the central hub of the store, the cash area. A ring of tin metal panels hovers over the *Éléganza* red counter and highlights a custom 6-ft.-diameter chandelier. The distinct light fixture is a playful detail that looks like strands of hair in the signature branded red.

Lighting also plays a key role in the design of the new make-up displays. A light box and a header directing light on the product showcase the carefully curated merchandise in this area. The make-up displays also serve as space dividers helping to define the salon on the other side. “The salon is separate but open, private yet connected to the rest of the space,” Ruscio says.

The new concept store gave the team the opportunity to focus more square footage on the




← Wigs are set in a special niche, creating an eye-catching display.

↓ The clean design of the casework is offset by artistic details, like this 7-ft.-tall mannequin.

professional service side of the business. While the business model still is focused on product sales, the 75 percent increase in the salon represents a commitment to hair professionals and the use of the product lines Éléganza sells. The visual access, energy and movement of the salon activities add to the energy of the store, and a faux brick wall with graffiti elements sets an urban chic tone. “The interior is polished, not too gritty,” Ruscio says. “A beauty environment with a street feel.”

Other eye-catching details within the store include an oversized 7-ft. mannequin that infuses the interior with an element of fashion and femininity. This piece serves as a work of art, a sculpture that maintains a presence within the space. The wig display also adds impact to the store. A special niche was created to grab attention, a basic window display technique that adds another element of interest.

Customers are responding well to the new store concept, which is evident in the increased amount of time they are spending discovering new products, as well as using the salon services. Éléganza is continuing to expand its reach in Quebec and Canada, as well as exploring other international locations. “We will continue to grow and open more stores in the future,” Parent confirms. “We are committed to our customers.” 



PROJECT FILE

Éléganza

Place Fleur de Lys,
Quebec City, Canada

RETAILER

Éléganza

CONTRACT DESIGN FIRM

Ruscio Studio

FIXTURES/MILLWORK

Aspec

MANNEQUINS/FORMS

Goldsmith

FLOORING/TILES

Italbec, Olympia

PAINT

Benjamin Moore

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Atelier Plastica

PLASTIC LAMINATE

Arborite, Formica

INSERTS FOR COSMETICS

DISPLAYS

Pinnacle Cosmetics

HARDWARE

Richelieu

Information in the project file is provided by the retailer and/or design firm.

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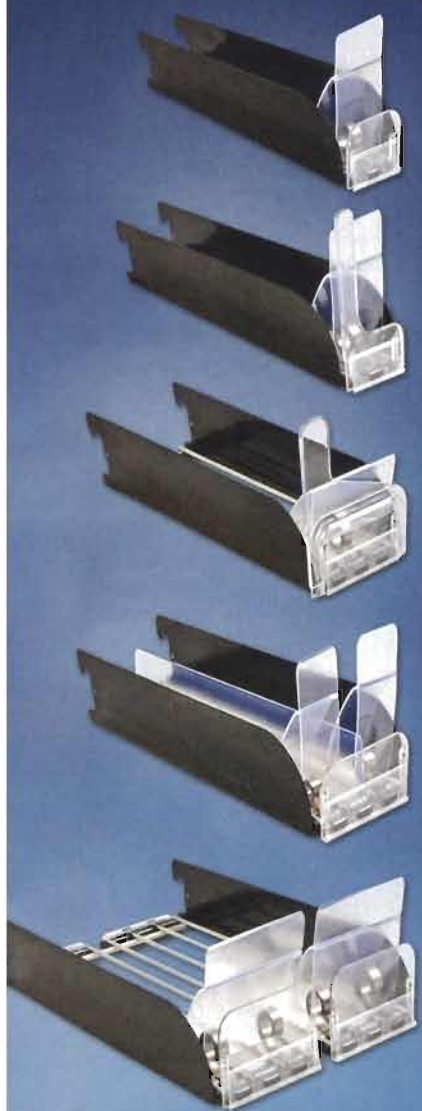
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- Four bar profiles in both 3' and 4' lengths accommodate trays and baskets, bar-mount and plug-in hooks, auto-feed and security hooks, and horizontal and vertical sign and label holder systems.
- System design options allow choice of 1" or 1/2" vertical adjustment and increased usable tray and hook depth for even greater display capacity.
- Eleven standard tray depths available with width adjustment from 2-3/4" to 17-1/2." Mini system, oversize product trays, vac-pack deli trays, dual lane trays and others address all product needs.
- A store tested solution. Over 5,000,000 trays sold and in use across retail.



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Note: Product photography is a simulation of a retail environment and is not meant to imply endorsement by or for any brand or manufacturer.

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Photos by JAMES NEWTON



Contemporary heritage without pastiche for Joseph Cheaney

While retail designers often are tasked with bringing the brand backstory to life within a retail environment, few have been presented with quite the heritage-packed resume as Checkland Kindleysides was when it picked up its brief from English footwear retailer Joseph Cheaney.

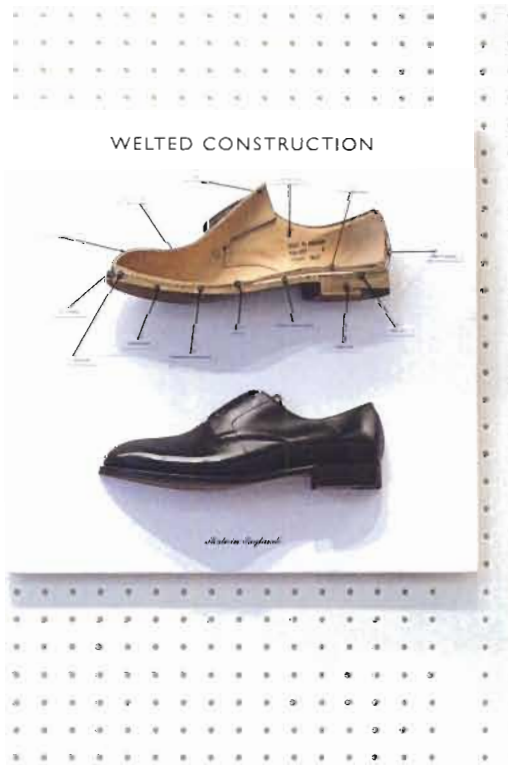
The upscale shoe maker still manufactures

its ranges from a Victorian-built red brick factory laced with history and at which the intent remains to harness the traditional crafts with which it, literally, made its reputation.

Checkland Kindleysides was asked to bring that history to life at a new Jermyn Street store in London, owned by landlord The Crown Estate, which wanted to create a more fashionable and contemporary feel for a slightly neglected end of a street steeped in history dating back to the 17th century (and which has a worldwide reputation as home to some of London's finest men's tailors, shirt makers and suppliers of leather goods). The Crown Estate sought out Church's (Joseph Cheaney's umbrella brand) as a potential tenant, with the stipulation that the retailer had to do something special with the space.

William Church, joint managing director of Joseph Cheaney, recalls that the landlord wanted to avoid "another dark wood, deep carpet premium shoe shop," an approach that the retailer wanted to step away from as well. Having opened four other stores around London, each designed to be reflective of the area in which it was located, Church says the company wanted to make a brand statement with this flagship. "The company had quite an amazing production facility and some incredible craft skills that you really don't appreciate until you see them for yourselves," says Jeff Kindleysides, principal, Checkland Kindleysides. "That provenance was the brand, and our role was to bring it out, while making the offer contemporary and relevant for a younger audience."

As a result, the design for the new store combines contemporary and traditional materials,





← [Opposite page] Store associates polish shoes at the cashwrap.

↳ [Opposite page] A cross-section shows the construction of a shoe, as well as serving as a décor element.

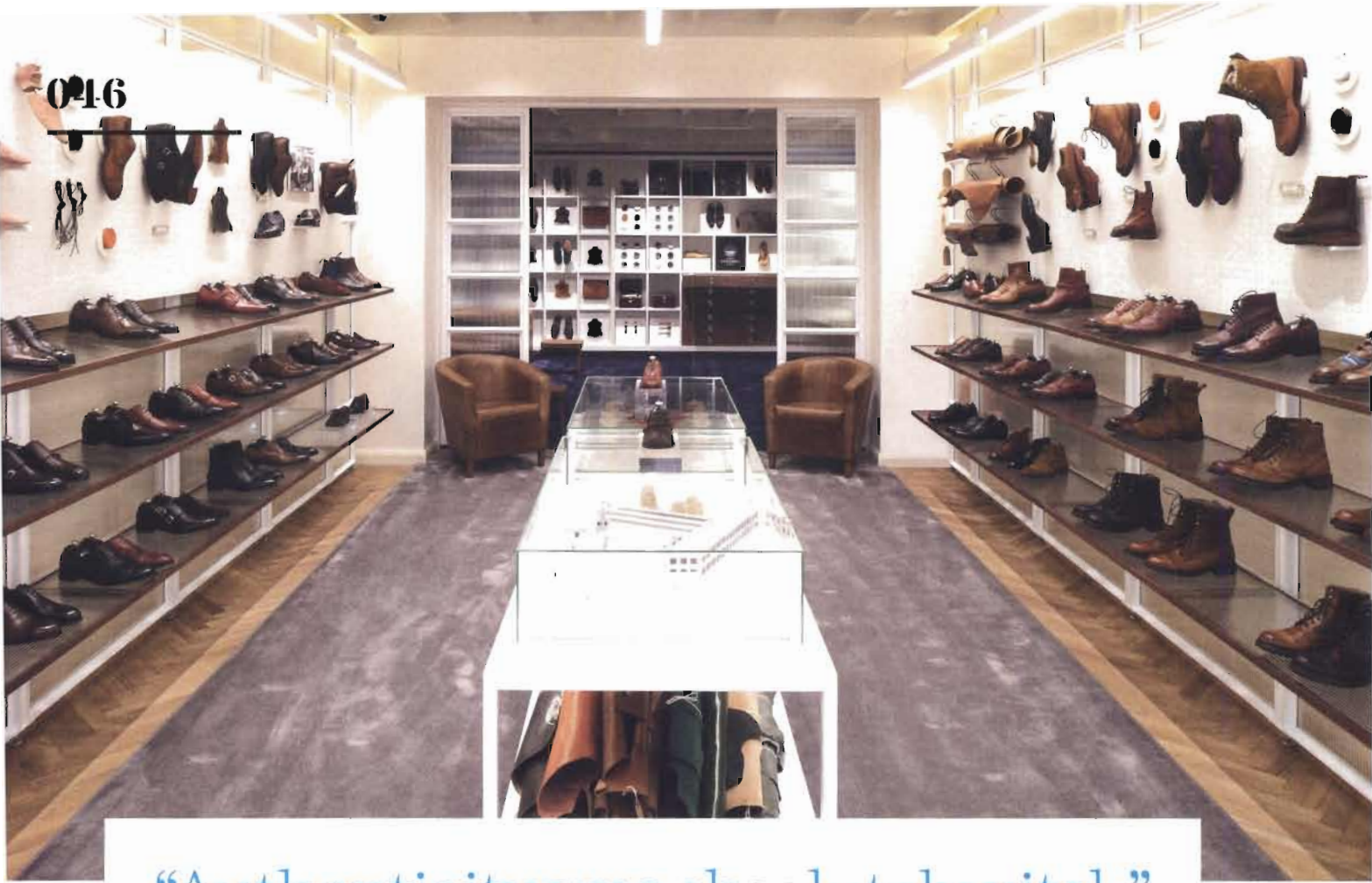


↖ This area is designed to feel like a boardroom, with portraits set in Perspex boxes.

↑ A pegboard rack is created with Corian.

↙ A deconstructed shoe demonstrates the layers and work involved in crafting the shoes.





“Authenticity was absolutely vital.”

-WILLIAM CHURCH, JOSEPH CHEANEY





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produced and finished in the company's workshops. The store is divided into two distinct areas—the front area visually echoes elements from the factory and is designed to emphasize the fact that Cheaney manufactures by hand in England. This has been achieved through a combination of environment and props, including a display that showcases the craft of the shoemaker and includes a 1:100 scale model of the Cheaney factory; and a dissected shoe, demonstrating the layers and work that go into footwear manufacturing. There also is a pegboard rack, another manufacturing allusion, but finished in Corian to stress quality. Kindleysides points to finishes and materials, such as metal frames and reeded glass, as further nods to the company's factory setting.

The second area is designed to feel like the boardroom, where portraits of the founders are hung—mirroring the boardroom in the real manufacturing facility, but in the store set in Perspex boxes. Kindleysides says that the design team took inspiration from buildings, such as the Tate Modern, in marrying heritage and modernity.

Customers are served and fitted with their shoes in this area, and the back wall provides additional displays of shoes and tools, leather sample finishes and details—plus Joseph Cheaney's most premium range of shoes presented in a glazed cabinet behind sliding walnut-framed doors.

"The idea was that this would appeal to a younger, fashionable consumer," Kindleysides says. "They in turn would become brand advocates and help to broaden the message to a wider consumer base."

Church reflects that with many of its shoppers

coming from Japan, where it sells through distributors, it was also imperative that the store reflected the craftsmanship and ethos that attracted such shoppers when they visited London. "Authenticity was absolutely vital," Church says. "The store has to express the brand values and the sense of quality in English manufacturing that appeals to discerning shoppers from the Asian region. It had to live up to their expectations."

It would have been all too easy to fall back into pastiche, but the strength of the end result is that the store achieves its numerous aims through detailing, the choice of color palette and materials, and its authentic tribute to the manufacturing backstory of the footwear retailer.

"We are a company that really makes our product in England, and the details around the store tell that story and act as a fantastic ice-breaker for the staff," Church explains. "The elements within the store really do help our salespeople to engage with customers when they come in."

Kindleysides notes the store's debut comes at a time when British manufacturing heritage has become a strong selling point internationally and domestically—the latter not always the case among consumers in previous years—and has helped brands, like fashion retailer Jack Wills, rapidly expand. "We hope we have brought a little of a Damian Hurst-style gallery feel to the space, conveyed the manufacturing story and underpinned the high-quality message at Jermyn Street," Kindleysides says. "Shoes are in many ways a self-contained and beautiful product to display and merchandize, and the store is there to let them stand out."

← Shoe forms line the wall, creating a simple visual impact.

↓ The back wall displays shoes, tools and leather samples.







PROJECT FILE

Joseph Cheaney
Jermyn Street, London

DESIGN

Checkland Kindleysides

FIXTURES

Checkland Kindleysides

SHOPFITTING AND FLOORING

Benchline Shopfitting

LIGHTING

Optalma Architectural Lighting

SIGNAGE/WINDOW VINYL

MG Signs

HVAC

McVeigh Aircon

Information in the project file is provided by the retailer and/or design firm.

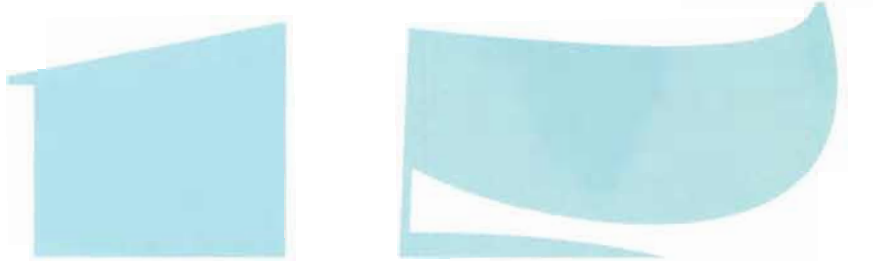
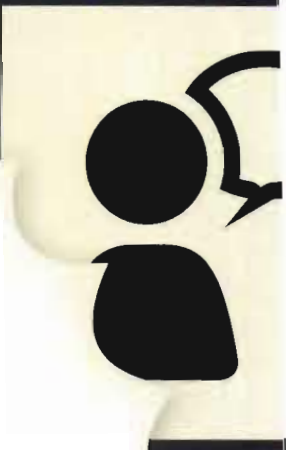
shown: cirrus plank in twilight, air, and shadow amtico.com 800-268-4260

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Things



You Need to Know

ABOUT  GLOBALSHOP2015
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1

Let's Get Digical

A

CENTRAL ISSUE IN the retail world, the merging online and in-store experiences, will take center stage at this year's GlobalShop with the debut **Centerpiece Exhibit**, "The Path to Purchase: Destination Bricks and Mortar."

This can't-miss section of the show floor will give attendees a closer look at the retail industry's emerging "digical" realm.

Showcasing the latest innovation, tools and technologies, the Centerpiece Exhibit will allow retailers, store planners and store designers to explore and experience the solutions and products that are blurring the line between the worlds of e-commerce technology and the physical store environments. The exhibit will feature inventive—and available—products and services across seven themed sections:

Key Destinations on The Path to Purchase

- In-Store Fulfillment
- Endless Aisle Products
- Signage, Graphics and Wayfinding
- Showrooming Solutions
- Point-of-Sale Systems
- Social Media
- Shopper Engagement

This new forward-thinking feature is sure to be a highlight this year!

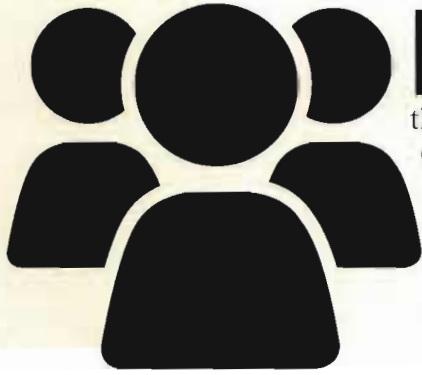
2

WHAT'S A PechaKucha?

FROM 3:30 P.M.-5 P.M. on Tuesday and Wednesday, the companies participating in The Path to Purchase Centerpiece Exhibit will showcase a selection of their products and solutions PechaKucha-style—that's 20 slides, 20 seconds each. Attendees are invited to enjoy cocktails while these industry innovators provide a fast-paced look at the latest innovations that are fusing the digital and physical worlds of retail.



3 LIVE CONSUMER PANEL...AND LUNCH, TOO



LOOKING FOR a lunch spot for Tuesday? Enjoy a full buffet lunch from noon-1:30 p.m. while you hear what a live consumer panel has to say about the brand new Centerpiece Exhibit—and the state of shopping as we know it. A focus group and moderator will discuss their thoughts on the new section of the show, which they will experience prior to the show opening. Hear their reactions to the products and solutions on display and their thoughts on the future of retail in this open-forum environment.

2015 Keynote

SEE THE FUTURE of retail through retail innovator **Nadia Shouraboura**'s eyes during this year's keynote presentation, "In-Store Shopping Reinvented: Digital Meets Physical." The former Amazon executive and CEO and founder of Hointer has changed the digital in-store shopping experience as we know it. Applying the best of e-commerce technology to the bricks-and-mortar store, she offers a solution that is both seamless and approachable, and sets a new standard for digital-meets-physical retail. Her presentation will take place on Tuesday from 8:30 a.m.-10 a.m. Come be inspired!



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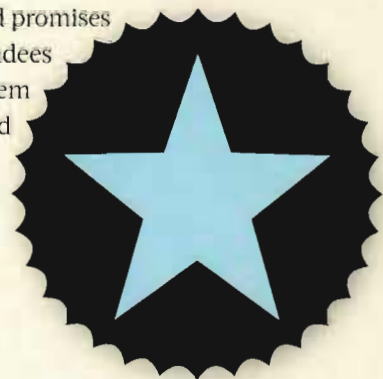
All guests to be at least 21 years of age to enter the facility. Valid photo ID and/or passport is required.



5 Best of GlobalShop Is Back!

THAT'S RIGHT, the show floor product competition returns this year—and promises to be better than ever. The revamped Best of GlobalShop will offer attendees a chance to see the show's most cutting-edge products, learn about them directly from their creators, and cast their vote for the People's Choice Award at the Best of GlobalShop gallery.

Just look for the Best of GlobalShop icon in the booths on the show floor to find the participating products. For a full list of products prior to the show, visit globalshop.org. And if you see something that inspires, surprises or delights—which you undoubtedly will—be sure to share it via social media using #BOGS15!



A Feisty Fête



DON'T FORGET TO PACK your maracas (only kidding... sort of) this year for *design:retail's* party hosted by CNL Mannequins. Brush up on your salsa steps for the Latin Dance Party on Monday, March 23 from 7 p.m. - 10 p.m. at Ling Ling (inside the Hakkasan Nightclub at the MGM Grand). The fiesta will serve up live music, dancing and an open bar (obviously), and all in-house retail, brand and contract designers, store planners, visual merchandisers, architects, marketers and branding specialists that support the retail design industry are welcome to attend this private, sponsored event. Simply RSVP at designretailonline.com/cnlmannequins to reserve your spot for this don't-miss party.

We promise it's going to be *muy caliente!*

Photo courtesy of HAKKASAN NIGHTCLUB

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FACT:

90% OF RETAIL JOURNEYS
STILL END IN A RETAIL
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It's (PAVE) Party Time!

KICK OFF GLOBALSHOP at the Opening Night Bash on Tuesday, March 24 from 7 p.m.-10 p.m., where you can enjoy cocktails, food and entertainment (and maybe even bust a move!) with your fellow attendees. The party will take place at a fabulous to-be-announced location that's still under wraps—rest assured you're going to love it! While you get your party on, you also can support PAVE since the bash doubles as a PAVE fundraiser this year. Stay tuned for more details soon!

FOR YOUR VISUAL NEEDS

DID YOU MISS the Retail Design Collective in New York this past December? Have no fear, you can still meet your visual needs at GlobalShop this March. Located in the Visual Merchandising Show pavilion, the Retail Design Collective Showcase offers the convenience of sourcing a variety of visual suppliers in a single location on the show floor. Visit this special area to check out showcases from companies like Bishop Fixture and Millwork, Econoco Corp., Genesis Mannequins USA, Greneker, JPMA Global Inc., Mondo Mannequins, Patina-V and Visplay.

We Want to STEAL Your Ideas



GLOBALSHOP, IN PARTNERSHIP with Yunker Industries, is looking to establish a visual standard for in-store pickup areas—and they need your help. Everyone knows how to locate a bathroom or a handicap parking spot, but how do they immediately recognize the in-store pickup area for orders placed online? By inviting voters to choose from graphics created by Yunker Industries—one of the partners in The Path to Purchase Centerpiece Exhibit—GlobalShop hopes to establish a standard for this increasingly prevalent in-store destination, in line with the focus of this year's centerpiece—retail's merging digital and physical worlds. Voting is taking place via Facebook poll through Feb. 11, and the chosen graphic will be on display at the show in the Centerpiece Exhibit.

9

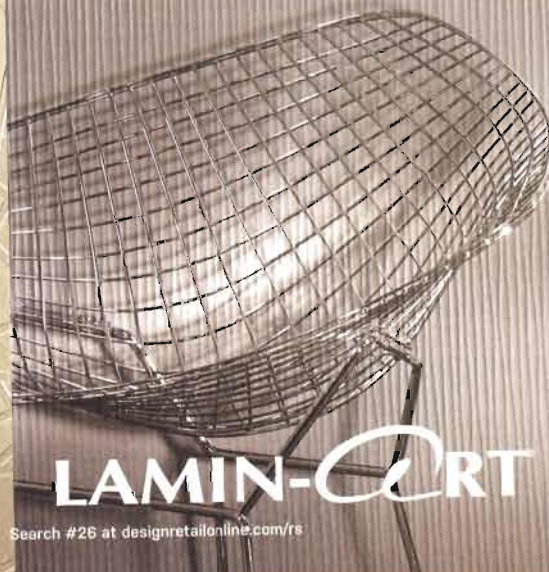
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Get the *Inside Scoop* from Retail's VIPs

THE RETAIL ROUNDTABLE is back again this year, putting you right in the middle of the action as retail VIPs discuss the hot topics facing today's retail landscape. The event, sponsored by Reeve Store Equipment Co., will take place Wednesday, March 25, from 8:30 a.m.-10 a.m. You'll meet face-to-face with directors, managers, VPs and SVPs in store design, planning, architecture, construction and visual merchandising, from some of the retail industry's top brands. Roundtable "hosts" will casually talk about their perspectives on retail with attendees—switching tables every 10 minutes—offering the opportunity to hear multiple perspectives in one jam-packed session. The session will be moderated by *design:retail* Executive Editor Alison Embrey Medina. For a list of participating retail VIPs or to register, visit globalshop.org.



MODERATOR: ALISON EMBREY MEDINA,
EXECUTIVE EDITOR
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Enter Thinking

YOUR CREATIVE JUICES will start flowing as you walk into the GlobalShop exhibit hall through a one-of-a-kind immersive digital experience created by NanoLumens. The custom entranceway will showcase multiple unique retail visualization solutions ranging from shelving options to an illuminated tunnel featuring images to spark creativity and get attendees excited about what is in store on the other side.

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CONFERENCE SCHEDULE

Time	Track	Session
Tuesday, March 24		
8:30 A.M. – 10:00 A.M.	KEYNOTE	In-Store Shopping Re-invented: Digital Meets Physical Room: Islander I
10:30 A.M. – 11:30 A.M.	CONSUMER1	The Global Shopper: Tuning Your Retail Strategy to Shoppers Around the World <i>Presented by</i> POPAI Room: Islander H
	INDRT1	Build a Powerful Retail Brand: Five Strategies from the Best of the Best Room: Islander F
	SDVM1	Trends Setting the Retail Environments Stage <i>Presented by</i> ARE Room: Islander G
12:00 P.M. – 1:30 P.M.	CNT	Lunch & Special Event: A Live Consumer Panel on the Path to Purchase Centerpiece Exhibit Room: South Pacific E
1:30 P.M. – 2:30 P.M.	CONSUMER2	Brands to Believe In: Creating a Human Connection for a Stronger Brand Room: Islander H
	INDRT2	Global Brands: Appearing Soon in Malls & High Streets <i>Presented by</i> ARE Room: Islander F
	SDVM2	Must-See Innovations: A Collection of the Best for 2015 <i>Presented by</i> POPAI Room: Islander G
3:00 P.M. – 4:00 P.M.	CONSUMER3	Beyond the Ad Campaign: Translating Consumer Insights for Social, Digital and Experiential Room: Islander H
	INDRT3	Attraction Marketing Gets Results: Proven Marketing Strategies to Draw Prospects to Your Brand and Help Drive Sales Room: Islander F
	SDVM3	The Art of Storytelling: Creating Heart & Soul Brand Environments Room: Islander G
3:30 P.M. – 5:00 P.M.	PK1	Innovations and Industry Insiders I - A Path to Purchase Centerpiece Exhibit PechaKucha Event Room: Tradewinds E
Wednesday, March 25		
8:30 A.M. – 10:00 A.M.	RNDT	Retail Roundtable <i>Presented by</i> REEVE Room: South Pacific E
10:30 A.M. – 11:30 A.M.	CONSUMER4	Targeting Your Shopper: Income, Ethnicity, Age and Other Variables That You Must Consider in Your In-Store Marketing Message <i>Presented by</i> POPAI Room: Islander H
	INDRT4	What Really Happens on Your Sales Floor: How to Optimize the Shopper's Journey Room: Islander F
	SDVM4	Shifting Paradigms in Retail Design <i>Presented by</i> IIDA Room: Islander G
12:00 P.M. – 1:00 P.M.	CONSUMER9	Successful Execution In-Store: Ensuring Your POP and Marketing Promotions are Delivering the Planned ROI <i>Presented by</i> POPAI Room: Islander I
1:30 P.M. – 2:30 P.M.	CONSUMER5	Beyond the Focus Group: Consumer Insights and Strategies That Improve Your Bottom Line Room: Islander H
	INDRT5	Retain, Attract, Transact: How to Create Branded Customer Experience Room: Islander F
	SDVM5	The ROI Advantage—How to Get Your Store Design Project Approved <i>Presented by</i> ARE Room: Islander G
3:00 P.M. – 4:00 P.M.	CONSUMER6	Emotional In-Store Communications: Using Insights To Win Shoppers' Attention and Dollars Room: Islander H
	INDRT6	Everyday Retail, Extraordinary Results Room: Islander F
	SDVM6	Configuring the Interactive Environment Room: Islander G
3:30 P.M. – 5:00 P.M.	PK2	Innovations and Industry Insiders II - A Path to Purchase Centerpiece Exhibit PechaKucha Event Room: Tradewinds E
Thursday, March 26		
9:00 A.M. – 10:00 A.M.	CONSUMER7	Millennial Survival Guide for Retailers Room: Islander H
	INDRT7	Global Retail Innovation: What It Takes to Thrive in the Global Arena Room: Islander F
	SDVM7	Retail 2020: Retail Will Change more in the Past 5 Years than the Last 50 Room: Islander G
10:30 A.M. – 11:30 A.M.	CONSUMER8	Hyper-Showrooming and Other Keys to Retail Success in the Next Decade Room: Islander H
	INDRT8	Earning Customer Delight in a Disruptive World Room: Islander F
	SDVM8	Pop & Go: Fitting Pop-Ups into Your Retail Strategy Room: Islander G

To register for any of the conference sessions above, visit globalshop.org.

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GLOBALSHOP HAS ENTERED into a new partnership with the International Interior Design Association (IIDA) to better serve the retail industry through new education and networking opportunities offered by both entities. This will kick off at the show this year, where IIDA will add conference sessions and serve as judges for product competitions, such as the Best of GlobalShop awards.

"The new partnership between GlobalShop and IIDA represents an unprecedented opportunity for the retail design industry—combining store design with interior design," says Doug Hope, founder and show director of GlobalShop. "Retail design is increasingly moving toward lifestyle design, creating interiors where consumers feel truly comfortable. GlobalShop will be able to offer a critical perspective to retailers, and IIDA will enjoy a significant increase in visibility in the retail sector."

**15 Surprises Are
in Store**

WONDERING WHAT'S NEXT on the horizon for GlobalShop 2016? There will be a press conference on Tuesday, March 24 at 1:30 p.m., immediately following the consumer panel at The Path to Purchase Centerpiece Exhibit. The announcement will focus on expanding the centerpiece concept beyond the boundaries of GlobalShop. Oh, do tell!

13



**And The
Winner Is...**

A.R.E. WILL HOLD their annual Design Awards on the first night of GlobalShop, March 24, from 5 p.m.-7 p.m. in the Four Seasons Ballroom at the Four Seasons Hotel. Hosted by Las Vegas entertainer Heather Burdette, the event will keep you on the edge of your seat as you await the announcement of Gold winners for Fixture of the Year, Visual Presentation of the Year and Store of the Year, as well as A.R.E.'s Merriman Above & Beyond Award. *design:retail* also will reveal the winner of the 2015 Markopoulos Award, so this is an event not to be missed! Don't be late—the networking reception before the ceremony is always a great opportunity to mix and mingle.

On the following night in the same venue, POPAI's annual Outstanding Merchandising Achievement (OMA) Awards will be held from 5 p.m.-7:30 p.m. This is the 50th anniversary of the OMA Statuette, so a new commemorative statuette will be given to all Gold, Silver and Bronze OMA award winners.



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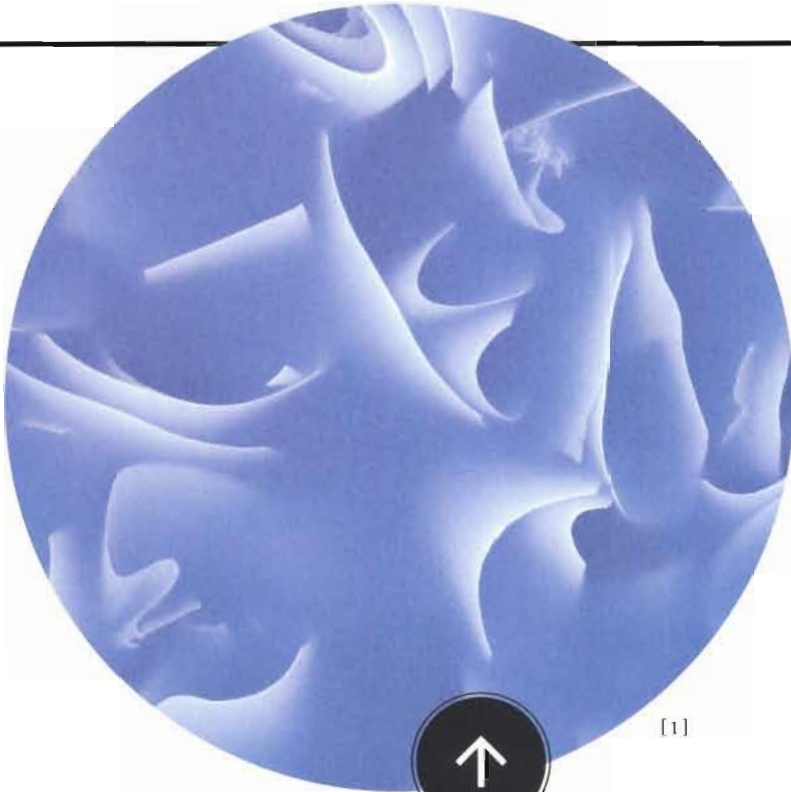
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**HOLIDAY
FOLIAGE**



SHOW PRODUCTS



[1]



[3]

[1] Aristech Surfaces LLC offers Avonite Surfaces solid surfacing in standard acrylic as well as in the company's Studio Collection specialty blend (shown here in the Petals design in Bluebell). Available in a variety of thicknesses, sheet sizes, colors and designs, solid surface is a hygienic, renewable material. aristechsurfaces.com RS #271

[2] The Enterprise Tablet Pro from ArmorActive is a fully integrated system that offers complete security, integration and connectivity, all while maintaining the mobility, simplicity and ease-of-use that makes tablets such a revolutionary tool for businesses. armoractive.com RS #272

[3] Hanger Corp. offers a variety of hanger designs, including vintage-inspired hangers, which can be rustic or industrial depending on the overall design of a space. hangercorp.com RS #273

[4] Lozier's new Seasonal Merchandiser offers multiple shelves that can be arranged to accommodate different merchandising needs, then stowed right on the unit for storage. The folded unit is 9 in. thick, allowing for storage of multiple merchandisers in a compact area. lozier.com RS #274



[2]



[4]



World
Department Store
Forum 2015



Strengthening Emotional Bonds With Customers

The World Department Store Forum gathers together top executives from department stores along with their brands, suppliers and industry partners every two years.

The Forum addresses the most important issues of department store retailing from both visionary and strategic points of view. Fast-changing customer behaviours and new technologies are reshaping the retail landscape. Department stores and brands are capitalizing on their strengths to challenge a fiercer competition, however their future success will depend on their ability to better connect and emotionally bond with their customers.

These topics will be discussed at WDSF 2015 by renowned CEOs from major department stores and brands.

23-24 April 2015
Rome

Register now

for the 4th WDSF on our website

www.wdsf2015.org

The Forum will be held at Rome Cavalieri Hotel.

For organizational reasons, we advise registering as early as possible.



WDSF 2015 is organized by Intercontinental Group of Department Stores
in collaboration with GruppoCoin





[5]



[6]



[7]



[8]

[5] Inspired by the bold grains of rough-hewn and reclaimed woods, Against the Grain from Mannington Commercial is an 18-in.-by-36-in. carpet plank that unites four distinctly cut aesthetics. mannington.com RS #275

[6] LSI's LED Augusta is designed for open ceilings with lower mounting heights. The high-performance LEDs are vertically tower-mounted and feature excellent symmetrical distribution for horizontal and vertical uniformity, glare control and visual comfort. lsi-industries.com RS #276

[7] The augmented reality app by Augment enables sales teams to show 3-D simulations of multiple merchandisers, counter displays, POS or packaging in real size, taking out the "How will it look?" guesswork in placement. augmentedev.com RS #277

[8] Móz Designs is offering architectural column covers for retail applications. With more than 500 color, grain and pattern combinations available, the covers can be specified for both exterior and interior application needs. Available configurations include round, square, oval and racetrack. mozdesigns.com RS #278

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[9] The Sheffield Etegere Collection from Holiday Foliage is a functional way to present merchandise with a modern yet industrial approach. Sizes and colors can be customized.
holidayfoliage.com RS #279



[10] Made from 100 percent recycled material in the United States, Pulp Art Surfaces LLC wall panels are durable, lightweight, easy to install and provide realistic detail, and are finished using eco-friendly UV digital printing.
pulpartsurfaces.com RS #280

[11] Brant InStore provides unique ideas and "speed to market" for its customers. This holiday campaign was produced on foamcore and used a chunky glitter application.
brantinstore.com RS #281



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[12] With more than 90 coordinating visuals, Johnsonite I.D. Freedom, available from Tarkett, comes in six plank and two tile sizes. Made with 28 percent pre-consumer recycled content, its visuals range from wood and stone to abstracts and metallic. tarkettna.com RS #282

[13] Stick3-LED is the latest addition to Hera Lighting's Stick series, and features a frosted lens to produce a smooth output with no hotspots and a beam angle of 180 degrees and four times more light output than its Stick2-LED. heralighting.com RS #283

[14] This gondola metal frame with wood shelves from Prowin Resources Co. Ltd. is open on all four sides for a flexible, easily accessible floor merchandising solution. prowin-resources.com RS #284

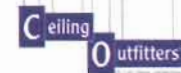
[15] Better Life Technology LLC introduces G-Floor Graphic, a new recyclable, solid-vinyl product that allows the printing of custom graphics on flooring intended for use in heavy-traffic locations. It is available in 5- and 10-in. widths. gfloorgraphic.com RS #285

POP

SUPPLIER LISTING

Welcome to *design:retail's* POP Supplier Listing—your one-stop shop to the industry leaders in the shopper marketing, point-of-purchase and display market. The listings, sorted in alphabetical order by company name, include company contact information, 2014 billings and a short list of products and specialties (see the key on the following page for a breakdown of each category).

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
ACRYLIC DESIGN ASSOCIATES 	Bill McNeely Jr., President 6050 Nathan Ln. Minneapolis, MN 55442 (763) 559-8395 (800) 445-2187 bmcneely@acrylicdesign.com acrylicdesign.com	\$25-\$49	Displays, Materials, Manufacturing Capabilities, Signage & Graphics
BISHOP FIXTURE & MILLWORK INC.	M.K. Nelson, Director-Marketing + Sales 101 Eagle Dr. Balsam Lake, WI 54810 (715) 485-9312 mknelson@bishopfixtures.com bishopfixtures.com	\$15-\$24	Displays
CARLSON GROUP, THE the carlsongroup	Mark Adams, COO 350 E. 22nd St. Lombard, IL 60148 (630) 613-5000 (800) 670-7565 mark.adams@carlsongroupinc.com carlsongroupinc.com	\$25-\$49	Components, Digital Signage, Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
CEILING OUTFITTERS, A BRAND OF RETAILER SOLUTIONS CO. LLC 	Thomas K. Stanley, President 1717 Chesterfield Dr. Carrollton, TX 75007 (972) 662-8055 (877) 866-2545 tstanley@retailersolutions.net clik-clikusa.com	Less than \$3	Components, Signage & Graphics, Magnetic Sign-Hanging Systems
CONCEPT DESIGNS INC.	Larry Rockwell, Director, Business Development 981 Commercial St. Palo Alto, CA 94303 (650) 213-9900 larry@popconcepts.com popconcepts.com	\$5-\$6	Displays, Signage & Graphics
CORNERSTONE DISPLAY GROUP	Albert Guerra, General Manager, Sales 28606 Livingstone Ave. Valencia, CA 91355 (661) 705-1700 (888) 267-6379 albertg@cornerstonedisplay.com cornerstonedisplay.com	\$15-\$24	Displays

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
DISEKO SOLUCIONES S.A. DE C.V.	Nencho Piryankov, Commercial Manager Av. Mexico 203, Parque Industrial San Francisco San Francisco de los Romo, Aguascalientes, Mexico 20304 52 449 922 2100 ventas@dks.com.mx dks.com.mx	\$25-\$49	Displays, Materials, Manufacturing Capabilities, Packaging
DISPLAY QUEST	Marcello Vena, Senior Director 41507-230 Sandalwood Pkwy. Brampton, Ontario, Canada L6Z 1R4 (416) 859-0759 marcello@displayquest.ca displayquest.ca	Less than \$3	Components, Digital Signage, Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics
DSA PHOTOTECH	Connie Macias, Sales Manager 16961 Central Ave. Carson, CA 90746 (310) 537-5000 (800) 327-3723 mprovost@dsaphototech.com lightboxes.com	\$10-\$14	Digital Signage, Displays, Signage & Graphics
ENHANCE AMERICA INC.	Jeff Hasting, Vice President of Sales 3463 Grapevine St. Mira Loma, CA 91752 (314) 630-0549 (888) 318-8555 jeff.hasting@enhanceamerica.com enhanceamerica.com	\$15-\$24	Displays, Manufacturing Capabilities, Signage & Graphics
FFR MERCHANDISING INC.  Merchandising®	Paul Bloom, Vice President, Marketing 8181 Darrow Rd. Twinsburg, Ohio 44087 (330) 998-7800 (800) 422-2547 info@ffr.com ffr.com	More than \$100	Components, Displays, Manufacturing Capabilities, Signage & Graphics
FRANK MAYER AND ASSOCIATES INC.	Cheryl Lesniak, Digital Media Marketing Manager 1975 Wisconsin Ave. Grafton, WI 53024 (262) 377-4700 (800) 225-3987 info@frankmayer.com frankmayer.com	DNR	Digital Signage, Displays, Materials

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
FRESH JUICE GLOBAL 	Roberta Perry, Vice President Business Development 139 Maryland St. El Segundo, CA 90245 (310) 464-6240 roberta.perry@freshjuiceglobal.com freshjuiceglobal.com	\$15-\$24	Digital Signage, Displays
GREAT NORTHERN INSTORE 	Pat Graf, Vice President, Sales Development 1800 South St. Racine, WI 53404 (262) 639-4700 (800) 558-4711 pgraf@greatnortherninc.com greatnortherninstore.com	More than \$100	Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics
HOP INDUSTRIES CORP.	Jack Smith, Senior Vice President 1251 Valley Brook Ave. Lyndhurst, NJ 07071 (201) 438-6200 (800) 524-0757 jacksmith@hopindustries.com hopsyn.com	\$50-\$74	Materials, Manufacturing Capabilities, Synthetic Paper, Printable Plastics
IDX CORP. 	Eugenia Stone, Marketing Communications Specialist 3451 Rider Trail S Earth City, MO 63045 (314) 801-6306 eugenia.stone@idxcorporation.com idxcorporation.com	More than \$100	Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics

KEY FOR PRODUCTS AND SPECIALTIES

Components

(Audio, Banner Stands, Bases/Pedestals, Casters, Ceiling Hangers, Easels, Fasteners, Fixtures, Hardware, Hooks, Shelf Edge Systems, Shelf Management Products, Slatwall)

Digital Signage

(Hardware, Software, Content Creation, Content Management, Consolidator, Systems)

Displays

(Temporary, Semi-Permanent, Permanent, Interactive, Kiosks, Custom, Stock)

Materials

(Corrugated Board, Foam Board, Plastics, Acrylics, Glass, Wood, Laminates, Wire)

Manufacturing Capabilities

(Digital Printing, Litho Printing, Screen Printing, Mounting & Finishing, Laminating, Die Cutting, Injection Molding, Extruding, Vacuum Forming)

Packaging

Signage & Graphics

(3D, Banners/Flags, Base Wrap, Counter Mats, Decals, Electronic/Computer Generated, Floor Graphics, Graphics, Illuminated, Inflatable, Lenticular, Letters/Logos, Light Boxes, Menu Boards, Moving Image/Message, Neon, Outdoor, Pop-Ups, Sign Hanging Systems, Sign Holders/Frames, Window Graphics)

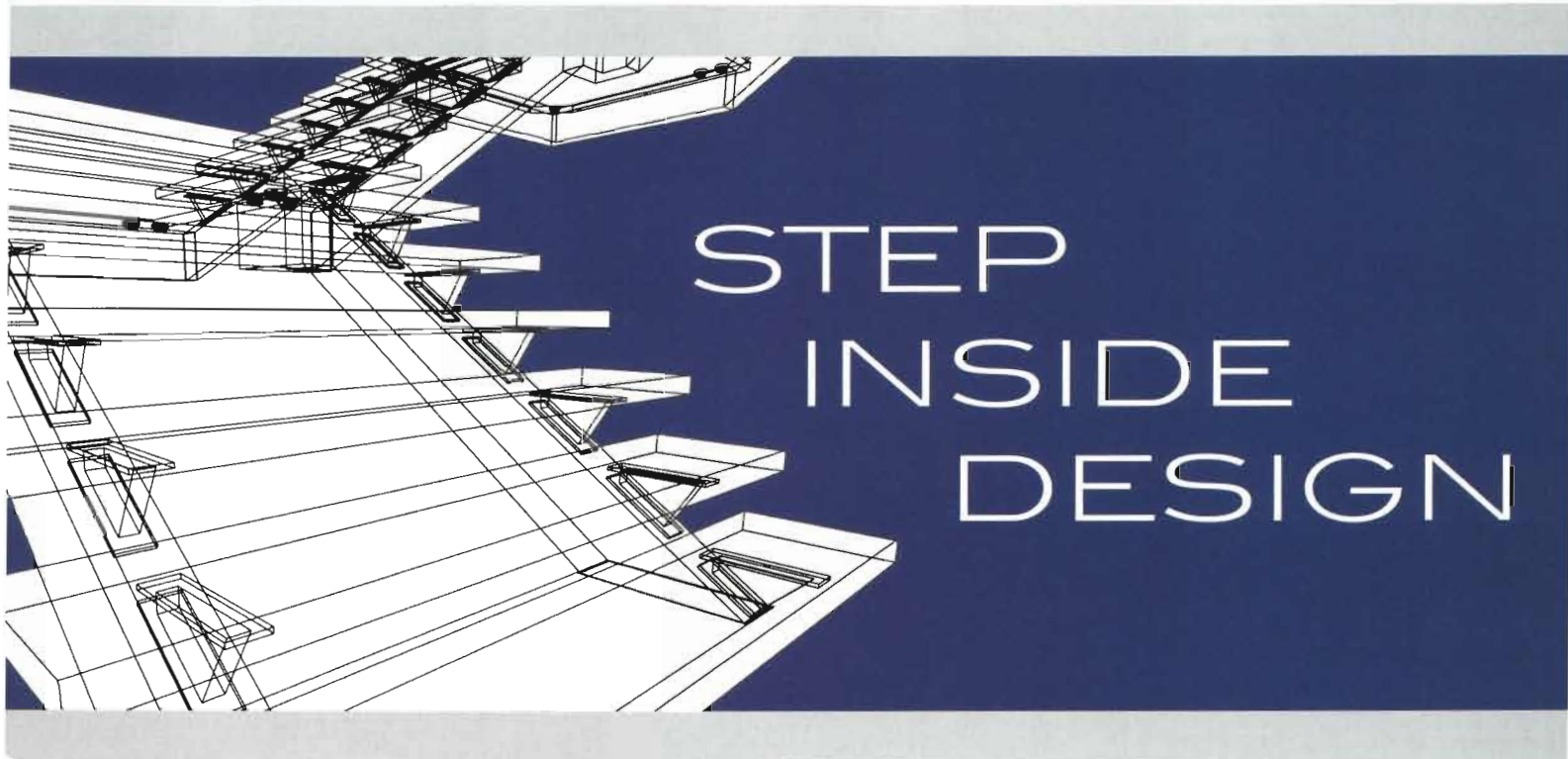
METHODOLOGY: All firms are listed alphabetically in the POP Supplier listing. A "DNR" designation in the summary chart indicates that the firm "did not report" information in the category. All financial information was supplied by the responding firms and has not been audited by *design+retail*, which is not responsible for inaccurate information.

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
ILM LIGHT BOXES	Jennifer Griffin, General Manager 10831 Canal St. Largo, FL 33777 (727) 549-1808 jgriffin@ilmusa.com ilmusa.com	Less than \$3	Signage & Graphics
IMAGE 4	Jeffrey Baker, President 7 Perimeter Rd. Manchester, NH 03103 (603) 644-0077 (800) 735-1130 sales@image4.com image4.com	\$3-\$4	Components, Manufacturing Capabilities, Signage & Graphics
INNO MARK COMMUNICATIONS	Gary Boens 420 Distribution Cir. Fairfield, OH 45014 (513) 285-1040 (888) 466-6627 info@innomarkcom.com innomarkcom.com	More than \$100	Displays, Manufacturing Capabilities, Packaging, Signage & Graphics
INSTALLATION SOLUTIONS INC. 	Isaac Bindert, President 11660 Theatre Dr. N, Ste. 250 Champlin, MN 55316 (763) 315-0492 (800) 766-4065 ibindert@installationsolutionsinc.com installationsolutionsinc.com	\$15-\$24	Installation/Field Assembly, Logistics, Project Management
INTERNATIONAL VISUAL CORP. 	Josy Vardaro, Marketing Director 11839 Rodolphe Forget Montreal, Quebec, Canada H1E 7J8 (514) 643-0570 (866) 643-0570 josy@ivcweb.com ivcweb.com	\$10-\$14	Components, Digital Signage, Displays, Materials, Manufacturing Capabilities, Signage & Graphics, POP Displays
KASTON FIXTURES & DESIGN GROUP LLC 	John Steger, President 8610 Directors Row Dallas, TX 75247 (972) 243-5334 (866) 943-5334 john@kastongroup.com kastongroup.com	\$5-\$6	Components, Displays, Materials, Manufacturing Capabilities, Signage & Graphics
KDM P.O.P. SOLUTIONS GROUP	Maureen Gumbert, Marketing Manager 10450 N. Medallion Dr. Cincinnati, OH 45241 (513) 769-3500 (800) 867-6764 m.gumbert@kdmppop.com kdmppop.com	\$50-\$74	Displays, Manufacturing Capabilities, Packaging, Signage & Graphics, Branded Promotional Products
LINGO MFG. CO.	Randy L. Pavlack, National Sales Manager 7400 Industrial Rd. Florence, KY 41042 (859) 538-1196 (800) 354-9771 rpavlack@lingo-mfg.com lingomfg.com	\$5-\$6 million	Displays
MADIX INC.	John Clontz, Director of Marketing and e-Business 500 Airport Rd. Terrell, TX 75160 (214) 515-5400 (800) 776-2349 jclontz@madixinc.com madixinc.com	More than \$100	Components, Displays, Packaging
MARKETING IMPACT LTD.	Michael Vogler, President 50 Planchet Rd. Concord, Ontario, Canada L4K 2L7 (905) 738-0888 (800) 440-0264 michael@displaypeople.com displaypeople.com	\$10-\$14	Components, Signage & Graphics

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COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
MCMENIMEN & ASSOCIATES INC.	Mike McMenimen, President P.O. Box 731 Cedarburg, WI 53012 (262) 377-9979 mikem@talentpop.com talentpop.com	Less than \$3	Design Services
MEDIA GRAPH INC.	Orit Toledano, Vice President 300 Montee de Liesse St. Laurent, Quebec, Canada H4T 1N9 (514) 858-6556 (877) 999-8990 orit@m-graph.com m-graph.com	DNR	Displays, Manufacturing Capabilities, Signage & Graphics
MENASHA	Jill Andersen, Director of Marketing 1645 Bergstrom Rd. Neenah, WI 54956 (920) 751-1000 jill.anderson@menasha.com menashapackaging.com	More than \$100	Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics, Supply Chain Assessment
NGS PRINTING	David Howard, National Accounts Manager 1400 Crispin Dr. Elgin, IL 60123 (847) 741-4411 dhoward@ngsprint.com ngsprint.com	\$10-\$14	Manufacturing Capabilities
PERFORMANCE POP 	Greg White, Vice President of Sales 2929 N. Stemmons Frwy. Dallas, TX 75247 (214) 665-1000 (800) 727-7335 g.white@performancepop.com performancepop.com	\$25-\$49	Digital Signage, Displays, Materials, Manufacturing Capabilities, Signage & Graphics

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
PROCESS RETAIL GROUP INC.	Robin Jimersan, Vice President, Sales & Marketing 5800 S. Moorland Rd. New Berlin, WI 53151 (262) 782-3600 rjimersan@processretailgroup.com processretailgroup.com	\$25-\$49	Displays, Manufacturing Capabilities, Signage & Graphics
PROPRINT SERVICES INC.	Marc Salsky, Vice President 5-5621 Finch Ave. E Toronto, Ontario, Canada M1B 2T9 (416) 754-3028 (888) 776-7768 marc@proprintservices.com proprintservices.com	\$15-\$24	Displays, Manufacturing Capabilities, Signage & Graphics
RAPID DISPLAYS 	Ray Gottschalk, Vice President of New Business Development 33195 Lewis Ave. Union City, CA 94587 (510) 487-0700 (800) 356-5775 rgottschalk@rapiddisplays.com rapiddisplays.com	More than \$100	Digital Signage, Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics
REEVE STORE EQUIPMENT CO.	Robert Reeve Frackelton, Vice President 9131 Bermudez St. Pico Rivera, CA 90660 (562) 949-2535 (800) 927-3383 robertfrackelton@reeveco.com reeveco.com	\$25-\$49	Components, Displays
RESOURCE INTEGRATED LTD. 	Stephanie Ledda Chan, Marketing Director 100 Leek Crescent, Unit 4 Richmond Hill, Ontario, Canada L4B 3E6 (905) 771-3773 stephanie@ri007.ca ri007.ca	\$10-\$14	Displays, Materials, Manufacturing Capabilities, Signage & Graphics

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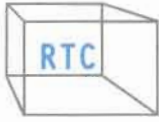

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COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
ROCKET PRODUCTION USA LLC	Nathan Ginsbury, President 207 Rockaway Turnpike, 2nd Floor Lawrence, NY 11559 (914) 630-7799 (866) 682-8811 nginsbury@rocketproduction.com rocketproduction.com	\$7-\$9	Components, Digital Signage, Signage & Graphics
ROCKTENN MERCHANDISING DISPLAYS 	Kathy McGowen-Carnes, Director of Marketing 5900 Grassy Creek Blvd. Winston-Salem, NC 27105 (855) 229-2163 (855) 229-2163 kmcgowan@rocktenn.com rocktenndisplays.com	More than \$100	Components, Digital Signage, Displays, Materials, Manufacturing Capabilities, Packaging, Signage & Graphics
ROSE DISPLAYS 	Dean Rubin, CEO 35 Congress St. Salem, MA 01970 (978) 219-8100 (800) 631-9707 drubin@rosedisplays.com rosedisplays.com	\$10-\$14	Components, Displays, Signage & Graphics
RP CREATIVE DISPLAY INC.	Patrick Clynes, President 17342 Eastman St. Irvine, CA 92614 (949) 679-3260 pat@rpcreativedisplay.com rpcreativedisplay.com	\$5-\$6	Displays, Manufacturing Capabilities, Packaging, Signage & Graphics
RPG 	Bruce Teitelbaum, CEO 119 W. 57th St. New York, NY 10019 (212) 246-3780 bruceteitelbaum@rpg57.com rpg57.com	More than \$100	Displays, Manufacturing Capabilities, Packaging, Retail Design & Build

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
	Gary Cohen, Senior Vice President 2800 Golf Rd. Rolling Meadows, IL 60010 (847) 640-2400 gcohen@rtc.com rtc.com	More than \$100	Components, Digital Signage, Displays, Manufacturing Capabilities, Signage & Graphics, Security Systems
SBPI INC.	John Martin 13825 Parks Steed Dr. Earth City, MO 63045 (314) 423-2424 (800) 544-1950 johnm@sbpgraphics.com sbpgraphics.com	\$10-\$14	Components, Displays, Materials, Manufacturing Capabilities, Signage & Graphics
SMP IN-STORE MARKETING SOLUTIONS	Jennifer Young, Marketing Director P.O. Box 22067 Chattanooga, TN 37422 (423) 892-3720 (800) 251-6308 jennifer.young@smpinstore.com smpinstore.com	\$15-\$24	Displays, Materials, Manufacturing Capabilities, Signage & Graphics
SOMMER METALCRAFT CORP.	Marty Shaw, National Director of Sales 315 Poston Dr. Crawfordsville, IN 47933 (765) 359-4254 (888) 876-6637 marty.shaw@sommercorp.com sommercorp.com	\$10-\$14	Displays, Wire/ Tubing and Sheet Metal
	Robb Northrup, MarCom Manager 1400 Eddy Ave. Rockford, IL 61103 (815) 877-7041 (800) 747-4665 rnorthrup@southernimperial.com southernimperial.com	\$75-\$99	Components, Displays, Materials, Manufacturing Capabilities, Signage & Graphics, Loss Prevention

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COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
 <p>SPC RETAIL DISPLAY GROUP</p>	<p>Ty Van Cuick, Customer and Sales Support Manager 13975 Monte Vista Ave. Chino, CA 91710 (909) 993-9100 (800) 742-8585 tvancuick@spcdisplays.com spcretaildisplaygroup.com</p>	\$15-\$24	Components, Displays, Manufacturing Capabilities
<p>STRAZA SAS</p>	<p>Fernando Medina, Administrative Manager CRA 17, #166-34 Bogota, Colombia 110011 (571) 745-4015 fernandomedina@straza.com.co straza.com.co</p>	\$5-\$6	Displays, Materials, Manufacturing Capabilities
<p>TDC INSTORE</p>	<p>Thomas Maglio, Executive Vice President, Sales & Creative Services 1249 Glen Ave. Moorestown, NJ 8057 (856) 793-3500 tmaglio@tdcinstore.com tdcinstore.com</p>	\$15-\$24	Digital Signage, Displays, Materials, Manufacturing Capabilities, Signage & Graphics
<p>TLS INTL.</p>	<p>David Sellam, President 300 Montee de Liesse St-Laurnet, Quebec, Canada H4T 1N9 (514) 858-6556 (877) 999-8990 dudi@m-graph.com tls-led.com</p>	DNR	Manufacturing Capabilities, LED Lighting System
 <p>TRANS WORLD MARKETING</p>	<p>Gerry Molitor, Executive Vice President, Sales & Marketing 360 Murray Hill Pkwy. East Rutherford, NJ 07073 (201) 935-5565 gmolitor@transworldmarketing.com transworldmarketing.com</p>	\$15-\$24	Components, Displays, Materials, Manufacturing Capabilities

COMPANY NAME	COMPANY CONTACT	2014 BILLINGS (IN MILLIONS)	PRODUCTS AND SPECIALTIES
 <p>TRIAD MFG.</p>	<p>Bob Hardie, Principal 4321 Semple Ave. St. Louis, MO 63120 (314) 381-5280 info@triadmfg.com triadmfg.com</p>	\$75-\$99	Displays
 <p>TRION INDUSTRIES INC.</p>	<p>Rich Wildrick, Director of Engineering 297 Laird St. Wilkes-Barre, PA 18702 (570) 824-1000 (800) 444-4665 info@triononline.com triononline.com</p>	\$50-\$74	Components, Displays
<p>TUSCO DISPLAY</p>	<p>Tony Ferrante, Chief Sales Officer 239 S. Chestnut St. Gnadenhutzen, OH 44629 (740) 254-4343 tferrante@tuscodisplay.com tuscodisplay.com</p>	\$15-\$24	Digital Signage, Displays, Packaging
<p>UNIVERSAL</p>	<p>Michelle Skene, Director, Marketing 726 E. Highway 121 Lewisville, TX 75057 (972) 829-2400 mskene@att.net udfc.com</p>	\$25-\$49	Displays, Materials, Manufacturing Capabilities
 <p>UNIWEB INC.</p>	<p>Ron Mackert, Vice President, Sales 222 S. Promenade Ave. Corona, CA 92879 (951) 279-7999 (800) 486-4932 rmackert@uniwebinc.com uniwebinc.com</p>	\$75-\$99	Components, Displays, Materials, OEM Manufacturing, Laser Capabilities

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- The annual A.R.E. Design Awards competition and presentation
- *Retail Environments* magazine
- *Retail Environments* Insights Center website
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- Shoptalk regional networking events
- A.R.E. Retail Design Collective in New York City
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Trends Setting the Retail Environments Stage (Store Design & Visual Merchandising track)
Tuesday, March 24



Global Brands: Appearing Soon in Malls & High Streets (Independent Retailer track)
Wednesday, March 25



The ROI Advantage – How to Get Your Store Design Project Approved (Store Design & Visual Merchandising track)
Wednesday, March 25



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COMPANY NAME	COMPANY CONTACT	2014 BILLINGS <small>(IN MILLIONS)</small>	PRODUCTS AND SPECIALTIES
VISUAL CITI	Cynthia Hirsch, Marketing & Graphics Manager 305 Henry St. Lindenhurst, NY 11757 (631) 482-3030 cynthia@visualciti.com visualciti.com	\$15-\$24	Components, Displays, Materials, Manufacturing Capabilities, Signage & Graphics
VISUAL MAGNETICS	Dan Halkyard, Director of Marketing and Product Management 1 Emerson St. Mendon, MA 01756 (508) 381-2400 dhalkyard@visualmagnetics.com visualmagnetics.com	DNR	Components, Digital Signage, Displays, Materials, Manufacturing Capabilities, Signage & Graphics
XCEL PRODUCTS INC.	Brian Cheshire, Sales Manager 8900 109th Ave. N, Ste. 500 Champlin, MN 55316 (763) 231-3040 sales@xcelproducts.com xcelproducts.com	DNR	Components, Displays, Signage & Graphics
ZEIT CO.	Jon Dickerson, Vice President 3265 W. Parkway Blvd. Salt Lake City, UT 84119 (801) 972-8210 jon@zeitcompany.com logocut.com	\$3-\$4	Displays, Manufacturing Capabilities, Laser Cutting of Plastics

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SIGNAGE & GRAPHICS

[1] DSA Phototech's Frameless Fabric LED Light Boxes are available in graphic sizes from 8 in. by 8 in. up to 72 in. by 120 in., and feature a frameless edge, durable yet lightweight aluminum frame and internal power supply.

lightboxes.com RS #261

[2] Matrox Graphics Inc.'s C-Series multi-display graphics cards provide outstanding video performance with advanced multi-monitor capabilities and EDID management via intuitive software to simplify both portrait and landscape installations.

matrox.com RS #262

[3] Visual Citi created this dimensional hanging signage for Lancôme's Gift program. It is made out of MDF and finished with high-gloss paint.

visualciti.com RS #263

[4] Koda XT by 3Form is a polycarbonate panel material that can make for an environmentally responsible, cost-effective and extremely durable exterior building material.

3-form.com RS #264



[1]



[2]



[3]



[4]



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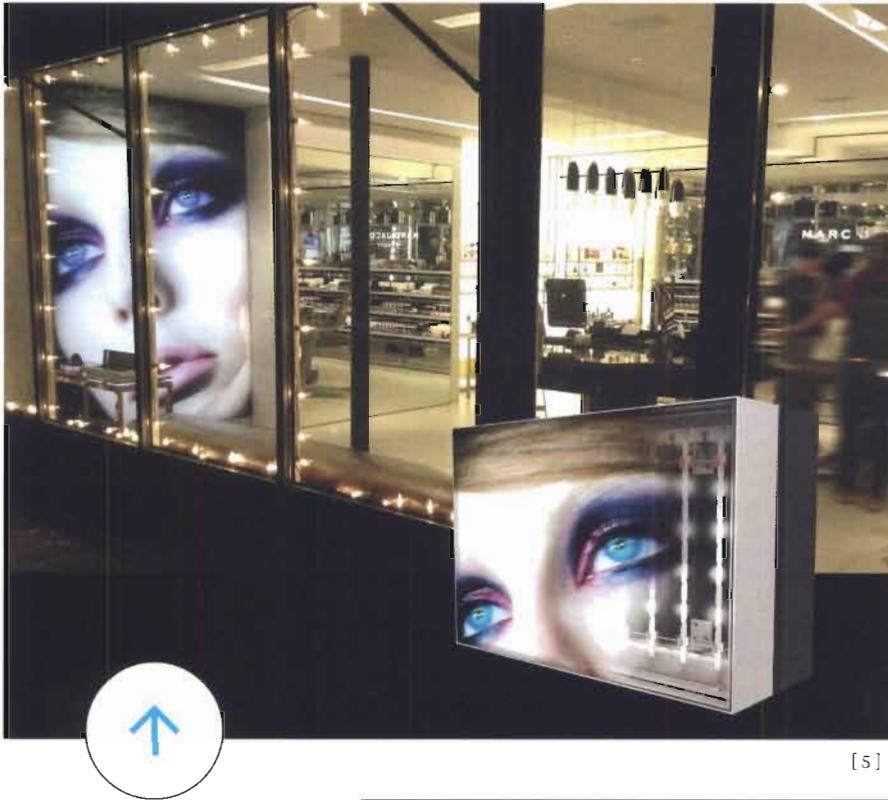
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[5]

[5] Media Graph Inc. powers TLS Intl.'s design, which reinvents the classic light box with the capacity to illuminate small- and large-scale projects. Patented tension columns of LED lighting strips effectively illuminate entire display areas with complete uniformity, with 60 percent less energy consumption than mainstream lighting systems. m-graph.com RS #265



[6]

[6] C-nario Digital Signage Suite is YCD Multimedia's premium digital signage display, distribution and management software platform that combines studio-quality authoring, interactive content and rules-based playback scheduling. ycdmultimedia.com RS #266



[7]

[7] This custom display by KDM Pop Solutions Group was designed to appear rustic with treated galvanized, corrugated steel and rough-sawn lumber. The lettering on the front of the shelving is hand-stenciled in white paint, and the four-color graphic was printed on a clear vinyl and hand-applied with heat. kdmppop.com RS #267



[8]

[8] The Re-Facing Magnetic System is a newly patented signage system by CPS Resources that allows retailers to easily change out graphics and signage. cpsres.com RS #268

[9]

[9] Yunker Industries created a sustainable solution for West Marine stores out of Falconboard, a paper-based display board that is lightweight, cost-effective, easy to assemble and 100 percent recyclable. yunker.com RS #269



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THE MUSEUM-WORTHY Melissa Shoes' London flagship in Covent Garden is the Brazilian fashion footwear retailer's largest store to date and its first European outpost. Designed by multimedia artist Muti Randolph, the two-story space welcomes customers with light, movement and color. Here, in the reception area, an enormous LED screen receives signals in the form of videos, or can be transformed into an immense mirror for a dazzling artistic display.

"This new London flagship store mixes all the main characteristics present in the brand's DNA—innovation, dynamics and playfulness," Randolph says. "A space where technology, design, architecture and art mix up, revealing Melissa's soul through interesting sensorial experiences that renew themselves each season."

It's art. It's retail. It's amazing.

— Jessie Dowd



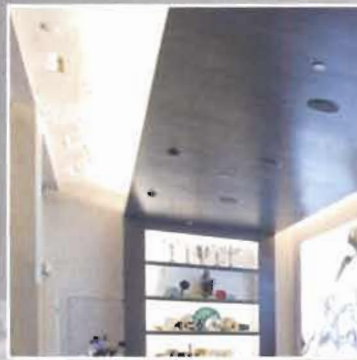
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