

design:retail



PRESENTER OF
GLOBALSHOP 2016

DESIGNRETAILONLINE.COM

OCT. 2015 VOLUME 27 NO.9

PLUS

JOHN VARVATOS &
RETAIL DESIGN
INDUSTRY 2015

PROTECT THIS HOUSE[®]

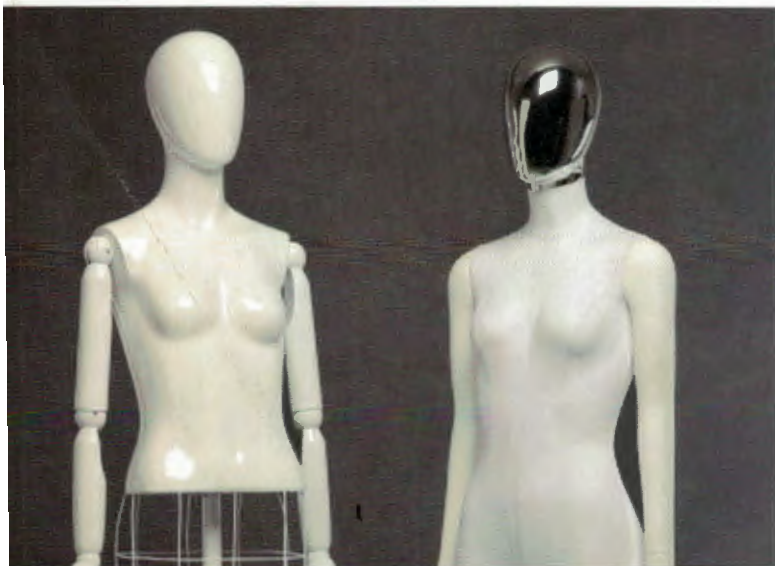
UNDER THE ARMOUR

A look inside UA's Chicago Brand House

CNL *mannequins*



MIX IT UP!



Search #1 at designretailonline.com/ra

www.CNLmannequins.com | sales@cnlmannequins.com | 714.521.9997



ICONIC PANELS™

4' x 8' panels of indestructible formed laminate over a carved wood core.

Iconic Panels are structural, installed quickly, and do not need joint compound between panels.
For merchandising, Iconic Panels can be ordered with our Puck or Pog Systems. #iconicpanels



B+N INDUSTRIES, INC.    

Search #2 at designretailonline.com/rs

Features

40

Under Armour

The athleticwear giant opens its Brand House in Chicago

48

John Varvatos

The menswear retailer's rock 'n' roll-inspired Detroit store

56

Retail Design Industry 2015

design:retail's annual state of the industry survey

66

Products

Color and materials



Columns

6 Editor's Note

Tell a good story

8 Show Talk

A new atmosphere

36 Visual Eye

Positive thinking

38 Searching for Steve Jobs

In search of substance

Departments

10 On Trend**14 We Love This!****18 Designer Picks****20 Clicks & Mortar****22 Postcard****24 How'd They Do That?****26 Have You Heard?****30 Mingle****34 Perspectives****72 Backstory**

On the Web

➤ **Downloads** Download a PDF of this month's Retail Design Industry 2015 at designretailonline.com/magazine

➤ **Project Gallery** Access a multitude of retail project photos in the online Project Gallery. Visit designretailonline.com/projectgallery

➤ **Digital Edition** Subscribe to the free Digital Edition at designretailonline.com/digital

➤ **DetailDesignDiva.com** The most telling retail and design blog in the marketplace

in design:retail

t [@designretailmag](https://twitter.com/designretailmag)

f [design:retail](https://www.facebook.com/design:retail)

ig [@designretailmag](https://www.instagram.com/designretailmag)

Copyright © 2015 Emerald Expositions Inc. All rights reserved. The opinions expressed by authors and contributors to *design:retail* are not necessarily those of the editors or publisher. Articles and photos appearing in *design:retail* may not be reproduced in whole or in part without the prior express written consent of Emerald Expositions Inc.

design:retail, Volume 27, Number 9 (ISSN 2332-728X, USPS No. 004-972) publishes monthly, except bi-monthly April/May and November/December. It is published by Emerald Expositions, 85 Broad Street, New York, NY 10004. Subscription: one year, \$95.00 in U.S.; Mexico and Canada, \$110.00 (U.S. funds); all other countries, \$210.00 via Air Mail (U.S. funds); single copy, \$10.00; additional copies of the PORTFOLIO issue (September issue) and BUYERS' GUIDE (November/December issue) \$25.00 in U.S.; all other countries \$30.00 (U.S. funds). Canadian Post Publications Mail Agreement number 40798037. Return undeliverable Canadian addresses to: Emerald Expositions, c/o P.O. Box 2601, 915 Dixie Rd., Mississauga, ON L4T0A9. Printed in the USA. Periodicals postage paid at New York, NY and additional mailing offices. POSTMASTER: Send address changes to *design:retail*, P.O. Box 3601, Northbrook, IL 60065-3601.



GORGEOUS

Discover beautiful, sustainable design with infinitely inspiring tile solutions from Crossville. American-designed, American-made and responsibly manufactured, our exclusive Porcelain Stone[®] collections lend style and substance to distinctive spaces everywhere.

Featuring Ready to Wear Porcelain Stone collection by Crossville.

Distinctly American. Gorgeously Crossville.



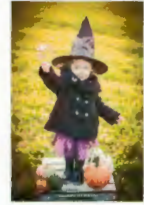
CROSSVILLE

CrossvilleInc.com | 931-456-3136

Search #3 at designretailonline.com/rs



"HALLOWEEN 1998 I WAS MONICA LEWINSKY... BLUE DRESS, BLACK WIG, BERET AND EVEN A CIGAR. I WAS 15. IT GOT MIXED REVIEWS."



"I grew up in Upstate New York, so every costume had to be worn under a coat, which we had to open at every door to show off our costumes. So technically, we were all flashers."

WHAT WAS YOUR FAVORITE HALLOWEEN COSTUME?

EDITORIAL

Executive Editor
Senior Editor
Managing Editor
Associate Editor
Art Director
Graphic Designer
London Editor
Contributors

Alison Embrey Medina (770) 291-5524, ALISON.MEDINA@EMERALDEXPO.COM
Jessie Dowd (770) 291-5510, JESSIE.DOWD@EMERALDEXPO.COM
Michelle M. Havich (770) 291-5412, MICHELLE.HAVICH@EMERALDEXPO.COM
Lauren Mitchell Volker (770) 291-5403, LAUREN.VOLKER@EMERALDEXPO.COM
Wendi Van Eldik (770) 291-5520, WENDI.VANELDIK@EMERALDEXPO.COM
Denise Fields (770) 291-5487, DENISE.FIELDS@EMERALDEXPO.COM
Robert Hocking
Peter-Tolin Baker, Vilma Barr, Mark Faithfull, Jhipo Hong
Erin M. Loewe, Jenny S. Rebholz, Zoë Zellers

EDITORIAL ADVISORY BOARD

Retailers
Sarah Amundsen Target, **Jason Arth** Sephora, **Rebecca Arum** Big Lots, **Lucy Barequio** Starbucks, **Jill D. Beckmann** Save-A-Lot, **Jennifer Beesley** Michaels, **Diana Bernal** Richemont, **Mark Brodeur** Walmart, **Ron Brunette** Kilwins Chocolates, **Paul Calderon** Kohl's, **Ken Chance** Total Wine & More, **Harry Cunningham** Vera Bradley, **Wil Cuyco** Old Navy, **Shane Danos** Seks Fifth Avenue, **Peggy Doughty** The Container Store, **Ray Ehscheid** Bank of America, **Joe Feczko** Macy's, **Ignaz Gorischek** Neiman Marcus, **Dan Harris** rue21, **Kim Helgeson** Mettelt, **Tom Herndon** Macy's, **Angela Hoekstra** Select Comfort, **Shawn King** Under Armour, **Lori Koeppel** The Buckle, **Danette Kroll** Foot Locker, **Brad Lenz** Hudson Group, **Mark V. Looper** Payless ShoeSource, **Chris Love** BCBGMAXAZRIA, **Timi Mafua** Xbox/Microsoft, **Francia Miles** Ralph Lauren, **Joyce S. Minassian** Ahold USA, **Susan Morton** Nordstrom, **Amy S. Myers** Gordmans, **Rick Neira** Dick's Sporting Goods, **Gwen Newland** Chick-fil-A, **Peter Rivera-Pierola** McDonald's USA, **Glenn Russell** Sears, **Jane Shea** Barnes & Noble, **James Smith** Urban Outfitters, **Christine Sturch** Whole Foods Market

Designers
Sherif Ayad ID & Design Intl., **Bruce A. Barteldt Jr.** Little, **Giorgio Borruso** Giorgio Borruso Design, **John Bricker** Gensler, **Elle Chute** Chute Gerdeman, **Christian Davies** FITCH, **Denny Gerdeman** Chute Gerdeman, **Justin Hill** MulvennyG2 Architecture, **Heesun Kim** FRCH Design Worldwide, **Keith Kovar** GRID/3 Intl., **Andrew McQuilkin** BHDP Architecture, **Patricia Missad** Presence Design Consulting, **Jean-Paul Morresi** Watt Intl., **Joseph P. Nevin Jr.** Bergmeyer Associates, **Ken Niesch** JGA, **Robert Ruscio** Ruscio Studio, **Keith Rushbrook** II BY IV Design Associates, **Dave Scurlock** Callison, **Scott Smith** Interbrand Design Forum, **Charles Sparks** Charles Sparks + Co., **Aaron Spiess** Big Red Rooster, **Jay Valgora** STUDIO V Architecture

Special Advisor
Paco Underhill Envirosell

BUSINESS

Vice President, Integrated Media
Publisher
Southeast Account Executive
Northeast Account Executive
West Coast Account Executive
Classified Account Executive
European Account Executive
Marketing Director
Production Director
Conference Manager
Executive Vice President

Doug Hope (770) 291-5453, DOUG.HOPE@EMERALDEXPO.COM
Orlando Llerandi (770) 291-5511, ORLANDO.LLERANDI@EMERALDEXPO.COM
Ellen Cook SIGNAL MOUNTAIN, TENN. (423) 580-8827 ELLEN.COOK@EMERALDEXPO.COM
John Wilson NEWTOWN, PA. (215) 487-0221 JOHN.WILSON@EMERALDEXPO.COM
Larry Shore SEAL BEACH, CALIF. (562) 598-5560 LARRY.SHORE@EMERALDEXPO.COM
Diane Kennedy (770) 291-5519, DIANE.KENNEDY@EMERALDEXPO.COM
Carol Letschert +31 20 6334277, CLETSCHEMEDI@UPMAIL.NL
Heather Kuznetz (770) 291-5512, HEATHER.KUZNETZ@EMERALDEXPO.COM
Nan McDowell (770) 291-5480, NAN.MCDOWELL@EMERALDEXPO.COM
Toni Ward (770) 291-5441, ANTOINETTE.WARD@EMERALDEXPO.COM
Joe Randall JOE.RANDALL@EMERALDEXPO.COM

SUBSCRIPTION CUSTOMER SERVICE

Omeda
Attn: design:retail
P.O. Box 3601
Northbrook, IL 60065-3601
(800) 697-8859
or (847) 559-7533
Fax: (847) 291-4816
niddi@omeda.com

BACK ISSUES

(800) 697-8859

REPRINTS

The YGS Group
Attn: Reprint Division
3650 W. Market St.
York, PA 17404
Anastasia Minichino,
(800) 501-9571 Ext. 100
anastasia.minichino@
theygsgroup.com
www.theygsgroup.com

LIST RENTAL

Contact Your
Territory Manager or:
Gregory Gilroy,
(845) 201-5329
gregory.gilroy
@reachmarketing.com

A publication of
EMERALD
EXPOSITIONS



"I DRESSED AS 'THE CROW' ONE YEAR AND SCARED A POOR LITTLE GIRL IN MY NEIGHBORHOOD. I FELT BAD, BUT THAT MEANS IT WAS A GREAT COSTUME, RIGHT?"

1145 SANCTUARY PKWY., STE. 355, ALPHARETTA, GA 30009-4772



affordable **european** design



visit us at

popmannequins.com

Search #4 at designretailonline.com/rs

Tell a Good Story



ALISON EMBREY MEDINA

EXECUTIVE EDITOR

alison.medina@emeraldexpo.com

@dretaileditor

THROUGH THE WORDS on these pages, photos on Instagram and tales on my blog, I tell stories for a living. Storytelling is a part of my personal brand—that's why anyone who knows me will tell you that: a) I'm loud (that's RIGHT!) and b) I unapologetically talk with my hands. (When you are an editor, you cannot breathe without proper punctuation. My left and right hands serve as my commas, hyphens and exclamation points when relaying stories in first person rather than on the page or screen. Grammar nerds unite!)

A story at-retail makes the shopper feel immensely captured in the present. When you are enraptured in a great story, you are more likely to be less enamored with your smartphone and fully focused on reality. And when you are impressed and completely enveloped in the present—those are the moments when you are most likely to buy.

I have a leather-bound book with pages made of Kraft paper that still sits empty on my desk. It was bought in the store you see in the photo at right—an itty-bitty little shop I wandered into on a recent trip to Shanghai. The store smelled of leather and lavender, with a soothing and soft instrumental melody in the background that I can only liken to those you might hear at a spa or massage salon. Thoughtfully executed visual merchandising touched every corner of this store, with vintage jewelry pieces exquisitely placed in birds nests, and tiny china sets



arranged in a miniature tea party, complete with tiny napkins. My favorite detail was the treatment on the three vertical beams that ran through the space. Rather than allowing an eyesore, the beams were each coined with tokens of appreciation. Handwritten notes and baubles adorned the columns, pinned up with thumbtacks, clothespins, nails and screws, creating a permeating "I WAS HERE" moment within the store. These artifacts hung on those beams almost like modern-day

graffiti, marking that time and that instant for those customers within the greater life story of that store.

So, you see, I had to buy a leather-bound notebook. I was moved. And I wanted to remember that leather-and-lavender smell.

Where does your "I WAS HERE" moment live within your stores? Is it in the fitting rooms, which Marge Laney describes as the most crucial conversion point in the buying process in her interview on page 34? Is it an oversized brand statement that wows from the first few steps inside the store, as a giant bust form sporting the iconic Under Armour compression shirt achieves in the brand's new Chicago Brand House on page 40 (a selfie magnet, according to the design firm who put it there)? Or is it on a live stage, where actual rock concerts bring the brand to life right within the walls of a retail store, as we see in the Detroit John Varvatos store on page 48?

However you look at it, stories are meant to be told at-retail. Consumers are hungry for it. Give them that "I WAS HERE" moment they are craving, even if they don't know they want it yet. That is what surprise and delight is all about.

That, hand-gesturing storytelling collection of moments and all, is retail. dr

Alison E. Medina



MANUFACTURING QUALITY STOCK DISPLAY HARDWARE FOR OVER 80 YEARS



REEVE

WE'RE WHAT'S IN STORE

Proud member for over 45 years



A·R·E

Association for
Retail Environments
Connecting People · Shaping Retail

Reeve Store Equipment Co.
9131 Bermudez Street • Pico Rivera, CA 90660
800-927-3383 • www.reeveco.com

Search #5 at designretailonline.com/rs

A New Atmosphere



DOUG HOPE

FOUNDER AND SHOW DIRECTOR, GLOBALSHOP
 doug.hope@emeraldexpo.com
 @globalshopshow

HAVE YOU EVER filled out a survey form? Or responded to a telephone interview? If you have, have you ever wondered if anyone ever reads those results? The answer is yes—at least when it comes to GlobalShop.

As a result of the past few years' research and surveys, we are modifying GlobalShop's admissions policies and clarifying buyer classifications in order to bring a sharper focus to you—our retailer, consumer goods and contract design/architecture audience. As our industry has continued to grow, the industry has evolved into two distinctly different marketplaces: one of end-user and specifier and another of providers. In aggregate, the store design and in-store merchandising industries have an annual spend in excess of \$50 billion, with more than 90 percent of that spend coming from you. The other 10 percent is commerce between the various providers along the supply chain, creating a marketplace of commerce between industry vendors, which may or may not have exhibit space at the show.

You have asked us to limit the distractions at the show and bring a sharper focus on you as



the buyer, so that you can spend your time more efficiently and effectively. That's why you, the buyer—and only you—can attend the show on the first two days of the event. And while you certainly are welcome to attend all three days, we are opening the doors to intra-industry commerce on day three—Marketplace Day—so that industry vendors that provide products or services to one another will

have the opportunity and the benefit of a sharper focus on their market during that third day (which we are extending by adding an additional hour to the show floor).

Our commitment to our attendees is to create the best possible experience, and GlobalShop wants to extend our thanks to those industry leaders who have been in our research, so that we can bring these improvements to the market. It's probably worth mentioning that our exhibitors have also asked us for this, so with both exhibitors and attendees seeking the same atmosphere, we believe our changes will lead to a pleasant, noticeable and welcome improvement. Since this is an important shift, we are being completely transparent in all of our admissions policies—we've already had several major communication efforts go out to the marketplace and will continue to do so during the entire registration season. And, rest assured that we will continue to listen and respond to future feedback.



GlobalShop 2016 March 23-25

Sponsored by A.R.E.
 In cooperation with IIDA

Mandalay Bay Convention Center
 Las Vegas | GlobalShop.org

CONTACT US:

1145 Sanctuary Pkwy., Ste. 355
 Alpharetta, GA 30009-4772

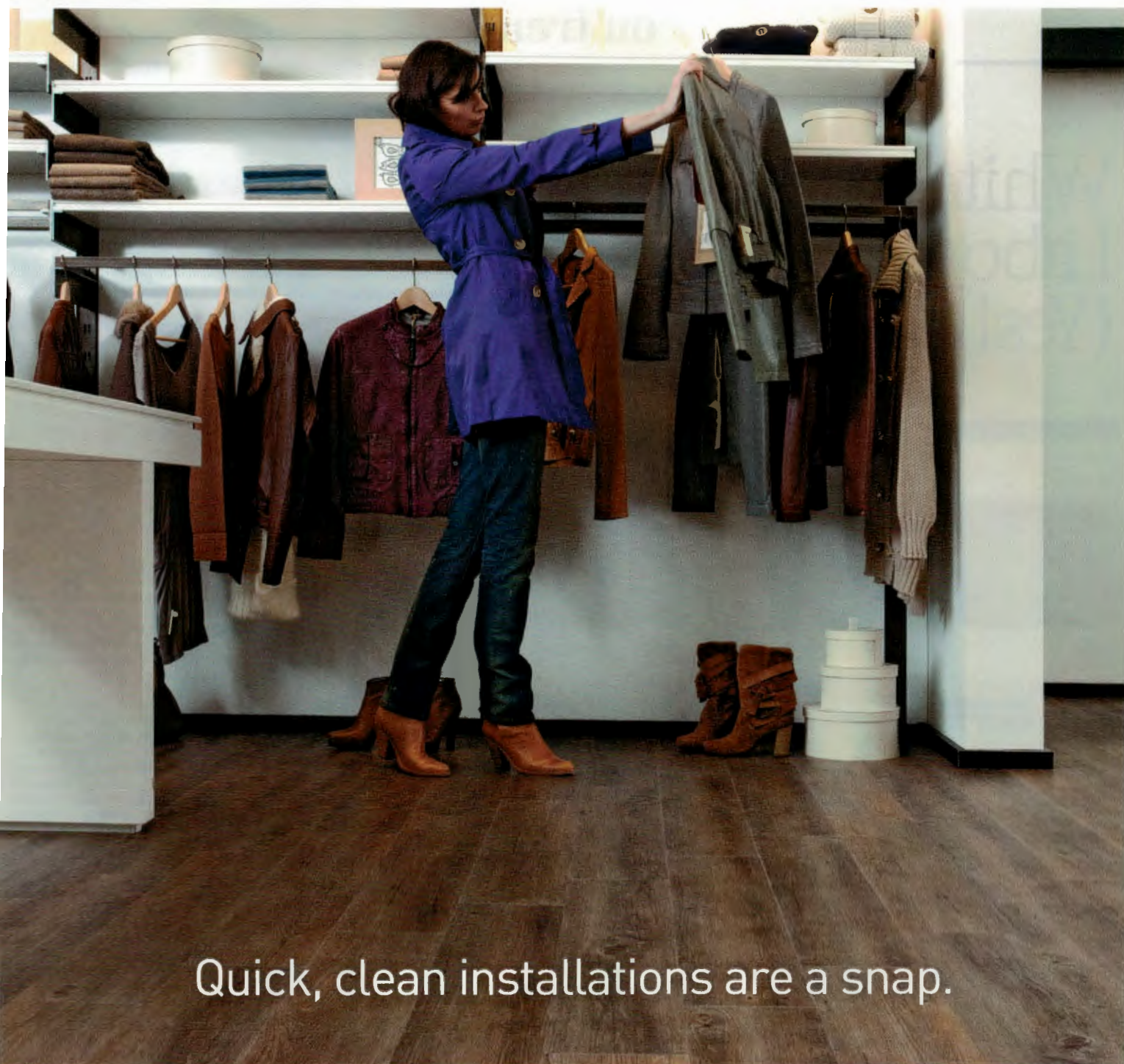
SHOW STAFF:

→ Founder and Show Director **Doug Hope** (770) 291-5453 doug.hope@emeraldexpo.com → Sales Manager **Roarke Dowd** (770) 291-5428 roarke.dowd@emeraldexpo.com → Account Executive **Dreama McDaniel** (770) 291-5420 dreama.mcdaniel@emeraldexpo.com → Account Executive **Kerry Tyler** (770) 291-5432 kerry.tyler@emeraldexpo.com

→ Marketing Director **Heather Kuznetz** (770) 291-5512 heather.kuznetz@emeraldexpo.com → Conference Manager **Toni Ward** (770) 291-5441 antoinette.ward@emeraldexpo.com → Senior Operations Manager **Derrick Nelloms** (770) 291-5452 derrick.nelloms@emeraldexpo.com → Executive Vice President **Joe Randall** joe.randall@emeraldexpo.com

EMERALD EXPOSITIONS:

→ CEO and President **David Loechner**
 → CFO and Treasurer **Philip Evans**
 → Chief Information Officer **Bill Charles**
 → Vice President, General Counsel and Secretary **David Gosling** → Senior Vice President, Operations **Lori Jenks**
 → Senior Vice President, Digital **Teresa Reilly** → Vice President, Marketing Services **Joanne Wheatley** → Vice President, Human Resources **Eileen Deady** → Vice President, Corporate Operations **Denise Bashem**



Quick, clean installations are a snap.

Or in this case, a "Clic."



The **Creation Clic System** from Gerflor USA features the industry's only vertically interlocking planks. It's the proven solution for renovations, high traffic retail and commercial areas. Laid with just a mallet, quick and easy installations are possible without noise or dust. There's no need to close the premises, which means no lost revenues during installation!

Call 877-437-3567 or visit us online at gerflorusa.com.

Gerflor
theflooringgroup



Search #6 at designretailonline.com/ra

White After Labor Day? (Yes!)



[1]



[2]



[3]



[4]



[5]

1.

The SurfaceSet 2016 collection by Formica Corp. features four new patterns by designer Jonathan Adler, including White Greek Key, a clean-cut take on a classic motif. formica.com RS #161

2.

The new Supreme Collection from Samsung's Staron Solid Surfaces is a durable, high-performance, non-porous acrylic material that is inspired by the many hues within the color white. staron.com RS #162

3.

Arborite's new ColorEdge technology provides consistent color all the way to the laminate's core for a clean, elegant look. It is available in three crisp neutrals, including Elegant White (shown). arborite.com RS #163

4.

This white, MDF-based honeycomb fixture from Himalaya Display features stackable units for design flexibility. himalayadisplay.com RS #164

5.

Euler from AXO Light is a collection of ceiling lamps with white stretch fabric and dimmable fluorescent light sources. axolightusa.com RS #165

Trion® WonderBar® Tray System

The System That Sells™



Oversize Packages

Dual Lane Merchandising

Frozen Food

Cheese and Fresh Pasta

Vac Pack Meat

Storewide Applications

Trion
50 YEARS of
American
Manufacturing



Trion Industries, Inc. Toll-Free 800-444-4665
info@triononline.com www.TrionOnline.com

Maximize Your Merchandising Space.

Our revolutionary WonderBar® Tray Merchandising System is designed and manufactured with the most innovative accessories to increase facings, maximize visibility, enhance package billboarding, ensure product rotation, and reduce shrinkage for a full range of frozen, refrigerated and general merchandise products. Easy to install and adjust, this complete merchandising system also ensures quick restocking.

Trion will help you optimize your display space, attract customers, increase sales and cut labor costs—and our products are built to last. No wonder we're the industry's leading manufacturer and supplier, with more than 16 million trays earning high praise from retailers and shoppers every day!

Cheap(er) Chic

SAVVY BARGAIN HUNTERS have long scoured the racks of local thrift stores to score great deals. But major player Goodwill is upping its game with Goodwill Boutiques, featuring upscale goods housed in stores with exposed brick, custom cashwraps and even vinyl record listening stations.

Over the past few years, Rockville, Md.-based Goodwill Industries Intl. has quietly opened more than 60 designer boutiques nationally to help the career-training nonprofit differentiate itself among growing competition online and from other resale shops.

One of its most recent additions is the O.C. Goodwill Boutique in Huntington Beach, Calif. Corrine Allen, COO at Goodwill of Orange County, says although patrons enjoy treasure hunting at traditional Goodwills, the boutiques provide the opportunity to showcase designer brands.

"Our recent grand opening in Huntington Beach had a line of more than 300 shoppers," she says. "Customers are also spending on average \$4 to \$5 more per visit than at a traditional [Goodwill] store."

Allen says this higher spending also helps Goodwill to better meet its mission. "For example, a pair of jeans sells for \$7.99 at a traditional store—this provides six minutes of job training. At the boutiques, high-end jeans sell for \$19.99 to \$29.99, so we can now provide 15-20 minutes of training."

High-end retail therapy that helps others? We are on board.

— *Erin M. Loewe*



earthwerks®
FLOORING INSPIRED BY NATURE

WE ARE
LVT
TRENDSSETTERS

STYLE SERVICE
AVAILABILITY



PICK A SPEC, ANY SPEC.

We bring out the best in LVT. Sold in over 50 countries, we search for upcoming trends to provide innovative design and manufacturing technology in LVT. We've led the way in fashion flooring for over three decades. Add our dependable service and availability – that's LVT experience you can trust.

Get a new splash of color and less-worry warranties from EarthWerks®.

SOME OFFER LVT – WE ARE LVT™

For information regarding our extensive line of sustainable vinyl flooring,
please call 800-275-7943 or visit us online at www.earthwerks.com

Search #8 at designretailonline.com/rs



The Nuthouse



SHOPPERS ALONG 16TH Street in Brooklyn, N.Y.'s Borough Park section do a double take at the exterior of The Nuttery. Here, among the casual coffee shops, delis, and hip apparel and jewelry boutiques is a replica of a typical Edwardian retail store: white-painted storefront, Corinthian columns and multi-paned glass

windows flanking a set of antique heraldic double wooden doors.

More innovative visual surprises await inside. Co-owners Leiby Kresch and Tzvi Wolf sought to present the extensive selection of their own nuts, chocolates and dried fruits as an invitation to interact with customers, much in the same way merchants and customers do in traditional marketplaces. For their 1,600-sq.-ft. Nuttery, Kresch and Wolf envisioned a distinctive contemporary environment that is both elegant and fun.

To establish a memorable presence and promote traffic, the owners retained Shany Teller and her interior design and brand promotion team at Garnerville, N.Y.-based Image Co Design Group to bring the concept to life. Teller took the Nuttery's edible products and used them as elements of art displayed in containers of varying sizes and arrangements. She drew upon the vintage theme

of "penny candy" and multiplied it by several thousand into shiny penny-covered surfaces for the 9-ft.-wide cashwrap front and a 16-ft.-long overhead floating panel.

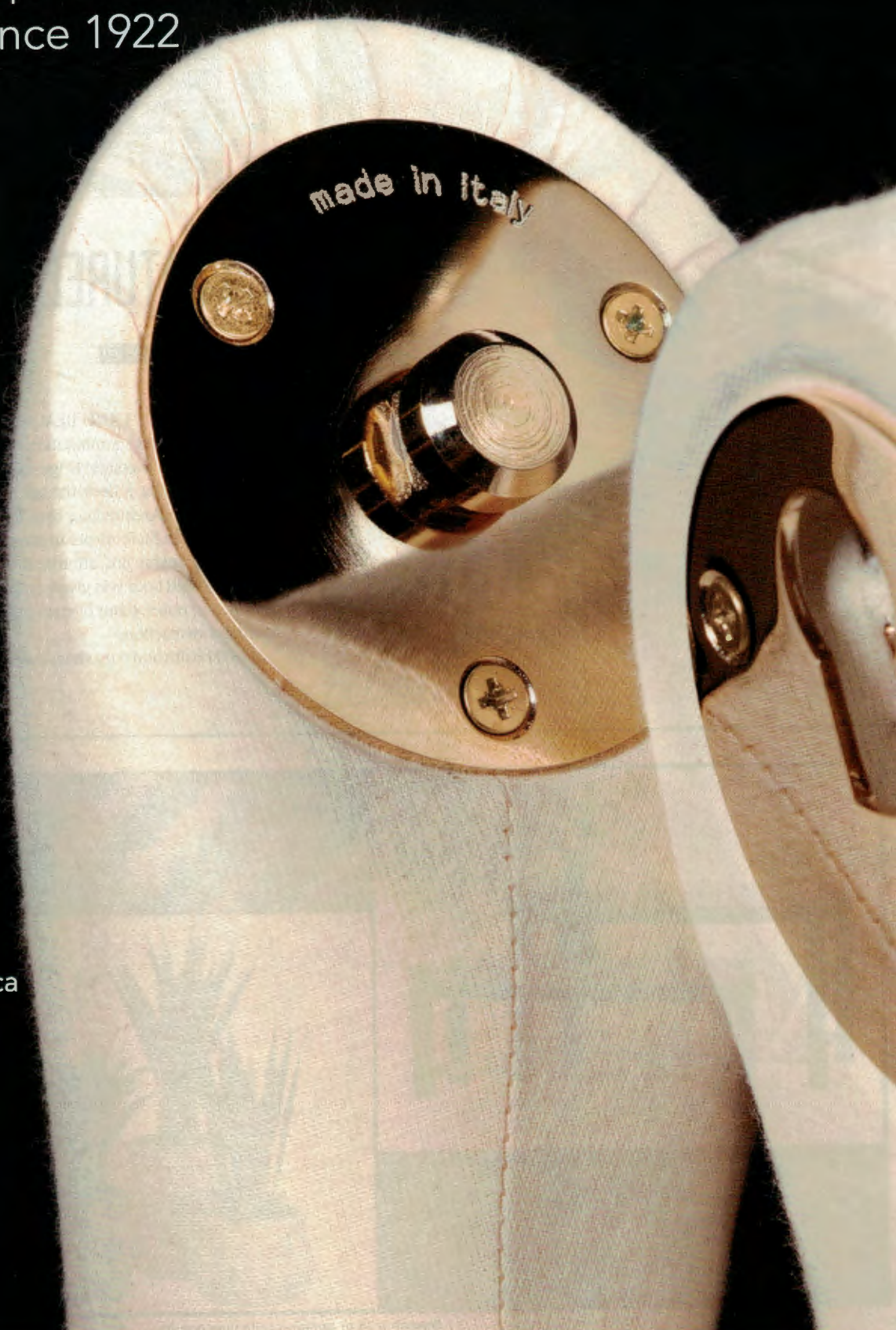
Suspended by copper chains from the overhead panel are four hanging discs with multiple sections of loose product, each with scoops for customers to mix-and-match their selections. Two display tables are positioned nearby, while walls and shelves are custom-designed boxes of Nuttery products. At the back of the store is a bar dispensing such concoctions as a "Nuttachino."

"The copper pennies relate to finishes often used in Mediterranean marketplaces. They make a huge impact on our entire space," Kresch says, adding that multiple requests for franchise partners have been received during the store's first year in business. Not so nutty, if you ask us.

— Vilma Barr

La rosa

Quality mannequins
Made in Italy since 1922



coming soon to America

featured at

JPMA Est. 1968
www.jpomaglobal.com

134 West 25th Street
New York, NY

Search #9 at designretailonline.com/rs



AU NATUREL

HEALTH AND BEAUTY products and footwear might seem like an odd combination for a specialty store, but they come together seamlessly at Hugg. Even the name of this shop in Melbourne, Australia, reflects the harmony: H(ealth) + UGG (UGG boots) = Hugg.

Architecture firm Tandem worked with builders Mayne Retail (both based in Melbourne) to create the design, which was inspired by timber craftsmanship and affordable off-the-shelf materials left in their natural state. The tiled floor was given a clear epoxy coating, “entombing” the builder marks and notes, paint overspray and other markings that were made on it during construction.

Good health and cozy shoes—we’re feeling better already.

– Michelle M. Havich

Photos by NIC GRANLEESE



HOLIDAY
FOLIAGE
holidayfoliage.com

Tandus Centiva

800.248.2878 TANDUS-CENTIVA.COM

One Tick Design™



THE ULTIMATE
FLOORING EXPERIENCE

best of
NeoCo
2015

Gold Award
contract

Making the Connection



JHIPO HONG
CREATIVE DIRECTOR
DASH DESIGN
jhong@dashdesign.net



AN ENGAGING RETAIL environment should be far more than simply a place for people to buy. Successful retailers connect with consumers by creating a series of memorable, personal experiences that are brand right and relevant to today's shoppers.

1. Tech-Sponsive

Creatively addressing shopping habits through smart, responsible use of technology is here. Targeted technology, including beacons, will help retailers seamlessly connect with the right customers at the right time, providing information and offers that can be mindfully woven into their shopping journeys. Illustration by TKACCHUK/ISTOCK/THINKSTOCK

2. Wine and Dine

Tommy Bahama's Restaurant and Bar and The Polo Bar by Ralph Lauren give loyal and new customers more ways to keep the brand name top of mind. A great dining experience can be a part of a retail store, serve as an extension of a brand or anchor a shopping center—as is the case with Distrito (shown) at the Moorestown Mall in New Jersey. Photo by FRANK OUDEMAN

3. Clicks to Bricks

The hottest retail brands today started online. Warby Parker, Birchbox (shown) and Bonobos are expanding their bricks-and-mortar presence, while online giant Amazon is opening its first store in New York. Shopping is a tactile encounter—retailers have to think beyond merchandise to creatively engage customers. Photo by ALISON EMBREY MEDINA

4. Local Entrepreneurs

Retailers are thinking local first and building community by keeping in mind what makes a city or neighborhood special. The idea of a more curated and focused assortment helps customers feel special, like at Candy Rox (shown) in Rye, N.Y. These local retailers are one-of-a-kind entrepreneurs who see a need and have the confidence to create their own brand in a way that is true to the neighborhood. Photo by DANIEL AUBRY

5. Socially Responsible

As Millennials outpace the number of Boomers, they will gain billions in buying power. That's why it is essential for retailers to take note of the younger generation's desire to do business with brands that give back, engage in fair trade practices or are community-minded. Sunglass Hut's "One Sight" program donates used glasses to those in need, proving that simple good deeds go a long way in building customer rapport. Illustration by SLDESIGN78/ISTOCK/THINKSTOCK

JHIPO HONG IS A CREATIVE DIRECTOR AT NEW YORK-BASED DASH DESIGN, WHERE HE PUTS HIS 20-PLUS YEARS OF DESIGN EXPERTISE TO WORK TO CREATE NEW, SOLUTION-DRIVEN IDEAS FOR RETAIL BRAND LEADERS, RESTAURANTEURS AND FORTUNE 500S ALL OVER THE WORLD.

15 ডিস 2559



HOLIDAY 2015 COLLECTION



JOY



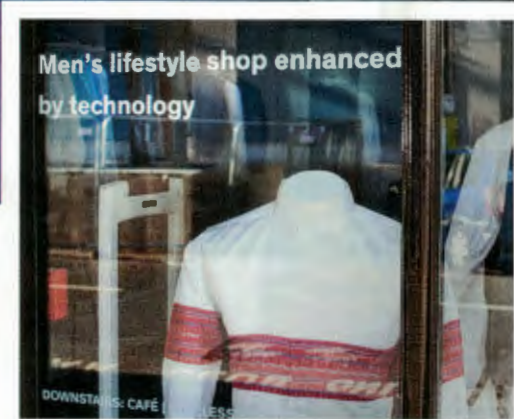
We've made a special Holiday Collection for you!

Scan the QR code to view our Holiday Display Guide 2015, and let us help you display your Holiday spirit.

Search #13 at designretailonline.com/rs

VISUAL CITY

305 HENRY STREET | LINDENHURST | NEW YORK 11757
P.631.482.3030 | F.631.321.1058 | WWW.VISUALCITI.COM



FINE AND DANDY

PUT TOGETHER A SMALL group of entrepreneurs, an aching hip location, a selection of U.K.-manufactured British fashion brands and a host of tech companies and you have The Dandy Lab, the latest tech-laden concept to arrive in London.

The Dandy Lab is a menswear store packed with sensor technology, which opened as a “beta trial” in August, with a view to a permanent store opening early next year. The small, two-level space is packed with technology to gather detailed information on how shoppers act once they enter, and Cisco is among a notable list of partners in the venture.

Analysis works through information collected by sensors embedded around the shop. For

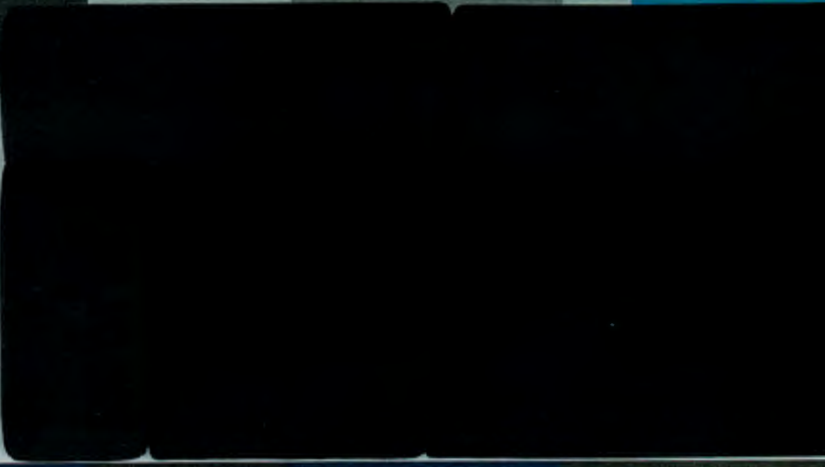
example, cameras take pictures of customers’ ankles and shoe shapes, which Snap Fashion converts to gender information, while data is used to transform the space in real time, giving a view on what items to carry at particular times and where to display stock. Connecting air conditioning, lighting and other systems in the shop provides a view of the whole ecosystem.

The basement includes a small café and a wireless charging station, intended to “encourage shoppers to hang out and create a community,” says The Dandy Lab Co-Founder Julija Bainiaksina, who adds that the concept “blends technology, menswear brands and customer experience.” Various innovations will be tested and evaluated in the concept.

“We want the experience to be seamless for our customers, providing them with useful information through on-shelf screens, for example, which when the product is scanned will provide more information and tell them the backstory of the brand or product,” she says.

The company also is running its own innovation lab, creating bespoke technology, such as the shelf-mounted screen fixtures, and Bainiaksina says that the retailer hopes first to open a permanent store in London and then to roll the concept out to Japan, the United States and other markets.

Partners include Cisco, We Are Pop Up, Holition, Shop Fashion and main backer University College London. An innovative new concept backed by powerful players—just dandy! — *Mark Faithfull*



grain+
pigment
design is contrast

shaw hard surface | **shaw** contract group

ATLANTA • CHICAGO • LOS ANGELES • NEW YORK • SAN FRANCISCO • SHAWHARDSURFACE.COM

Search #14 at designretailonline.com/rs



Retail Carnaval

DESPITE JUST NOW hitting the strides of a nationwide recession in Brazil, the retail scene in São Paulo is still heating up. A recent tour of the artistic enclave of Vila Madalena turned up a mix of inspired, collaborative retail spaces and a vibrant-yet-relaxed slew of cozy, sun-soaked bars and lounges. Most notable is the outdoor life presence in each store, be it through fully open façades and skylights to sunroofs and green walls. These Brazilians love their sun.

— Alison Embrey Medina



Storvo

The brand mantra for Brazilian skate brand Storvo is universally disruptive: "Keep Disturbing." From this two-story message at the brand's Vila Madalena flagship entrance, the company aims to thoughtfully disturb the retail peace. Inside, metal pipes and stacked crates serve as fixtures and help hone the minimalist-yet-edgy vibe for its line of clever T-shirts, footwear and gear.

Retro 63

Filled from floor to ceiling (literally) with heritage-brand-centric artifacts carefully restored to their colorful grandeur, Retro 63 is like walking into another era. In contrast to a typical antique store where all of the items are worn and weathered, every product in this shop has been re-painted, re-surfaced and re-loved back to its original glory. A visual merchandiser's dream!

Prototype

Part furniture showroom, part retail store, part coffee shop, part innovation lab, part co-work space, Prototype is a jack of all trades. Owned by Felipe Protti, who runs his own design studio out of the shop, the space also sells wares and creations from other collaborative artists and designers who work out of the back workshop (in addition to a few friends). A favorite is the hanging wall art that features a chosen song as just its audio read on a scale. How's that for the perfect wedding gift?



PREMIER
MANUFACTURER OF
RETAIL DISPLAY
SYSTEMS.



MEGAWALL

WWW.MEGAWALL.COM 1-800-948-2736

Search #15 at designretailonline.com/rs

TIGER Drylac® Powder Coatings
Surface Finishing Solutions

Largest selection of stock and custom-match powder coatings based on polyester, polyester super durable, hybrid and epoxy. Over 1,000 stock colors.

Available in smooth, candy tone, textured, hammertone, antique, metallic, anodized effect, reflective, dormant transparent, fluorescent and other finishes.

Batch-to-batch consistency. Advanced quality and high degree of color uniformity.

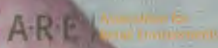
Formulated for exterior store fronts and all in-store furniture and fixtures.

For a designer-friendly color chart, a specifier-friendly sample panel or any additional information, contact a TIGER sales manager.

USA - customerservice.us@tiger-coatings.us
Canada - customerservice.ca@tiger-coatings.com
T 1-800-243-8148 | F 877-926-8148



Official member of



Member of

Powder Coating Institute

BETTER FINISH. FOR A BETTER WORLD.

024 how'd they do that?



Sip & Tea



STORE MEETS LOUNGE at Small Tea, a Miami-based retailer that is taking the tea experience to the next level. The goal for the flagship store was to provide an environment that fosters real connections. Portland, Ore.-based Osmose Design rose to the challenge of transforming the existing bank office space into a tea lounge that provides a modern sanctuary for Small Tea customers.

In the lounge and dining area, the team needed to disguise the HVAC system and create a higher level of acoustic absorption while lowering the ceiling to provide a more intimate setting.

"The ceiling inspiration sprung from our research of the tea harvesting and drying process where woven baskets play a crucial role," describes Andee Hess, owner of Osmose Design.

The team initially experimented with various types of found baskets in order to create an organic installation. However, fireproofing and maintenance issues required further exploration and concept development.

"The final design is based on an element of the brand's identity, which resembled an abstracted weave," Hess says.

Alternating MDF boxes were covered with natural woven cloth and assembled into paneled sections. A team of three craftsmen then installed each paneled section. Hess commends the loving care and attention that Goldenwood Cabinetry of Miami provided for this unique installation. It's a design truly steeped in creativity.

— Jenny S. Rebolz

Search #10 at designretailonline.com/10

New Store Watch

1.

Sunglass Hut, London
Opened: June 2015

2.

Lone Wolf, Venice, Calif.
Opened: April 2015
Photo courtesy of AUGUSTA QUIRK
PHOTOGRAPHY

3.

Roast, Alkmaar, Netherlands
Opened: June 2015
Photo by PAUL STEENBAKKER

4.

Butani, Hong Kong
Opened: February 2015
Photo by DAVID ELLIOTT

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



[1]



[2]



[3]



[4]

NEIMAN MARCUS
EXECS TO KEYNOTE
GLOBALSHOP 2016



GlobalShop has announced Karen Katz, CEO, and Ignaz Gorischek, vice president store development for Neiman Marcus as the keynote speakers for GlobalShop 2016, to be held March 23-25 at the Mandalay Bay Convention Center in Las Vegas. The keynote presentation, which will be moderated by PAVE President Harry Cunningham, will take place the first day of the show from 8:30 a.m.-10 a.m. For more information, visit globalshop.org.

MACY'S TAKES THE OFF-PRICE LEAP



NEW YORK-BASED Macy's Inc. has entered the off-price game, joining the likes of T.J.Maxx and Nordstrom Rack, with the recent debut of its new retail brand Macy's Backstage. As of press time, the company will have opened

three New York stores in Brooklyn, Queens and Long Island, with plans for three additional stores in 2015. The fourth location will be unveiled in New Hyde Park, Long Island, in September, with the remaining two locations in Bronx, N.Y., and Essex Green, N.J., opening in late fall.

A cross between a department store and an outlet, Macy's Backstage offers a wide selection of merchandise—including fashion, home, cosmetics, gifts, activewear and jewelry—from the previous season, as well as fresh merchandise at bargain prices.

The smaller format stores range in size from 25,000 sq. ft. to 35,000 sq. ft.

Additional store features include an open-sell beauty section, a suite of dressing rooms with three-way mirrors, mobile check-out stations, free Wi-Fi and designated charging stations. Each location also features a Sunglass Hut outpost; both the New Hyde Park and Brooklyn locations house a Fur Salon; and the Brooklyn store offers the first-ever Macy's Taste Bar Café in New York.

— Lauren Mitchell Volker



“Our clothes
didn’t change,
our lighting did.”

– Ben Graham
President, Graham’s Style Store

We redesigned Graham’s Style Store for a new generation of sophisticated customers. Our Amerlux Hornet® LED lighting system makes the subtlest stripes and textures pop with color, as if to say: “Try me! Take me home!” And they do.

For more on Graham’s new lighting story visit amerlux.com/grahams.

Follow us on Twitter @AmerluxLighting.


Passion. Power. Performance.

Search #18 at designretailonline.com/rs

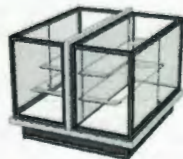
INTRODUCES:
SO | easy
THE ONE DAY STORE BUILD.



✓ The walls are individual cases, including the graphics. No on-site millwork is required.



← Tile work done beforehand, no on-site messy tile work.



← Drop-in islands.

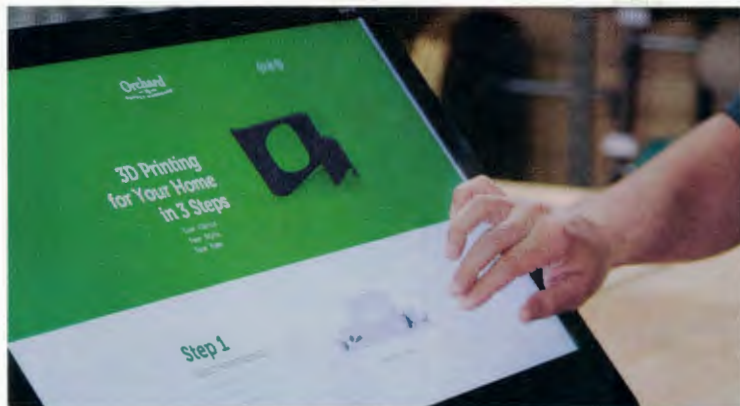
Contact SO Showcases Today!

Phone: 1.800.565.3306
Email: marketing@soshowcases.com
www.soshowcases.com



Find us on: Facebook / LinkedIn / Instagram

Search #19 at designretailonline.com/rs



↑ Lowe's kiosk

INNOVATION LABS IMAGINE RETAIL'S FUTURE

MORE AND MORE retailers are launching innovation labs to generate bold new ideas. Fueled by the threat of Web retail, these think tanks—which are often housed in smaller offices away from company headquarters—bring together marketers and digital and visual teams to explore envelope-pushing ideas, test out new apps, develop unique in-store technology and more.

Denver-based eBags recently debuted its two-part innovation lab in September. The company's new CEO Mike Edwards, a former Staples' executive, is working to transform the brand. "Traditional approaches no longer work," he says. "We live in an ever-changing mobile world that quickly adjusts to revolutionary technologies and services like Nest, Snapchat, Uber and Airbnb. To succeed, a company's culture needs to place a high value on data, customer information, speed and change."

In June, Woonsocket, R.I.-based CVS Health opened a Digital Innovation Lab in Boston. "Digital technologies are ubiquitous and highly configurable—a powerful combination, because it allows us to empower our customers anytime and anywhere," says Brian Tilzer, senior vice president and chief digital officer for CVS Health. The company's lab, focused on developing cutting-edge digital services and personalized capabilities, is part of an effort to provide a connected health experience when, where and how customers want by integrating its pharmacy and front-store experience.


Lowe's, which debuted its Innovation Lab in 2014, set the stage with Lowe's Holoroom, a home improvement simulator that applies 3-D and augmented reality technologies to provide homeowners an intuitive, immersive experience in the room of their dreams. But they didn't stop there—this past April, the company introduced in-store and online 3-D printing and scanning services.

Retailers spanning all niches are putting their thinking caps on seeking to improve customer experience with new digital concepts—and searching for the next big thing.

— Lauren Mitchell Volker



GLOBALSHOP 2016

SPONSORED BY:  A·R·E

COME WONDERING


LEAVE KNOWING



MARCH 23 - 25, 2016 | MANDALAY BAY — LAS VEGAS

SEE THE LIGHT AT GLOBALSHOP.ORG

PRESENTED BY
design:retail

PRODUCED BY:
 EMERALD
EXPOSITIONS

SPONSORED BY:
 A·R·E | Association for
Retail Environments

POP AI
THE ASSOCIATION OF PROFESSIONAL
PURCHASERS

IN COOPERATION WITH:
IIDA
INTERNATIONAL
INTERIOR DESIGN ASSOCIATION

CITYSCENE
COLUMBUS

WITH THE CITY skyline as a backdrop, designers, architects and retailers met at The Boat House in Columbus, Ohio, to enjoy conversation, cocktails and bites (hello caramelized bacon!) at *design:retail's* latest CitySCENE event on Aug. 26, 2015, which was sponsored by Nordic Light America, Impact Specialties and Materials Inc.



[1]



[2]



[3]



[5]



[4]



[6]



[7]

- [ALL PERSONS LISTED FROM LEFT TO RIGHT]
1. Jessica Seyfang, *Ten Penny Design*; Alexandra Brock, *La-Z-Boy Furniture Galleries*
 2. Barclay Resler and Carolina Chorocho, *The Limited*
 3. Brian Smith, *Express*; Chris Lindner and Andy Smutylo, *Shremshock Architects + Engineers Inc.*
 4. Thomas Sumner, *Big Red Rooster*; Juleen Russell, Alissa Adler and Christina Tayman, *Jencen Architecture*
 5. Mat Gurda, *WD Partners*; Natalie Benos, Annie Foertmeyer and Caroline Ferneding, *Chute Gerdeman*
 6. Traci Moore, *Lane Bryant*; Gina Noda, *Industry Consultant*; Jennifer Krack and Jeff Bartula, *Lane Bryant*
 7. Julie Robbins, *Impact Specialties*; Perry Slevin, *Nordic Light America*



PORTLAND

design:retail

FORUM LAND

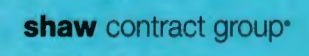
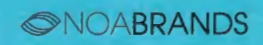
THANK YOU!

design:retail would like to thank our dedicated sponsors for their support of the 2015 design:retail Forum. Their financial contributions make our program possible, and we salute them for their commitment to the industry.

design:retail FORUM 2016

See you in
BROOKLYN
New York!
September 22-24, 2016

2015 Sponsors:





modulararts®

ALL = SCULPTURE

Search #20 at designretailonline.com/rs

InterlockingRock®

Self-Aligning, Lightweight Wall Panels and Wall Blocks for Seamless Gypsum Surfaces.

modulararts.com 206.788.4210 made in the USA



[8]



[9]



[10]

→ 8. Jay Highland, Chute Gerdeman; Kathy Tedarski, Carly Tysh and Andrea Buccasso, FITCH 9. Becki Spiert, Big Red Rooster; Dean Klabunde, GreenbergFarrow 10. Lauren Heidlebaugh and Naikwan Cheung, Abercrombie & Fitch; Carli Werthmann, Big Red Rooster; Vanessa Bauman, Abercrombie & Fitch

design:retail CitySCENE 2015

SAVE THE DATE

TUESDAY, NOVEMBER 10
SAN FRANCISCO

TUESDAY, DECEMBER 1
NEW YORK

WHY ATTEND?

Join design:retail for a casual evening of cocktails and conversations with the retail design community. Step away from your office, turn off your email, grab your whole design team (invitation is open to all!) and come connect with others who make this industry sing. Drinks and munchies are on us and our fantastic sponsors. We'll see you there!

QUESTIONS:

Contact Toni Ward: (770) 291-5441 or
antoinette.ward@emeraldexpo.com

SPONSORSHIP OPPORTUNITIES:

Contact design:retail Publisher Orlando Llerandi:
(770) 291-5511 or orlando.llerandi@emeraldexpo.com

designers, visual merchandisers and sponsors only. Manufacturers, suppliers/vendors must sponsor in order to attend. design:retail reserves the right to deny admittance to any non-retailer.

The Right Fit

“Seventy percent of customers who use fitting rooms are likely to buy.”

— MARGE LANEY



MARGE LANEY
CEO,
ALERT TECH

THE “TRY ON” remains a key reason today’s digital-minded customer enters the physical retail space, making good fitting room design as essential as ever. With her debut book, “Fit Happens: Analog Buying in a Digital World,” fitting room expert and CEO of Alert Tech Marge Laney hopes to turn the industry focus on fitting rooms. Here, she talks with *design:retail* about how improved design and service in this often undervalued space could be the key to bricks-and-mortar business.

design:retail: *What inspired you to start a dialogue about fitting rooms?*

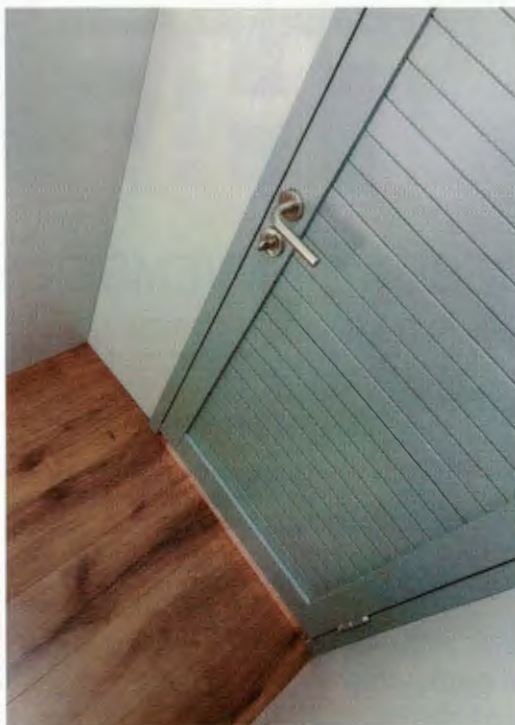
Marge Laney: My hope for the book is that it will serve as a change agent industry-wide for the conversations that retailers are having about the in-store experience, which often (mistakenly) center on the sales floor. I want to move the focus of the conversation to the fitting room, which is prime real estate for generating revenue and connecting with customers.

d:r: *Why is the fitting room such an important component of the customer experience?*

Laney: It’s well documented that the reason customers visit physical stores is to touch and feel the products. In the case of apparel retail, touch and feel translates to the try-on in the fitting room where customers make their buying decision. Fitting room visits are the most important driver of conversion for the apparel retailer, as 70 percent of customers who use fitting rooms are likely to buy. Conversely, just 10 percent of customers who avoid the fitting room and only browse the sales floor are likely to buy.

d:r: *What makes a fitting room successful?*

Laney: Design-wise, the fitting room should be an extension of the sales floor. Bringing the brand into the fitting room will ensure continuity of the experience for the customer during try-on and promote a positive buying decision.



The area that needs the most attention by nearly every retailer is the process of managing the flow and customer engagement in the fitting room. From making sure customers can gain access to locked fitting rooms when they are ready to try-on to providing support inside the fitting room, the process must be defined and managed. Too often fitting room service strategy and process is left to the interpretation of the sales associate on duty. Associate-directed processes typically are not brand-right and definitely not consistent from store to store.

d:r: *What are the most important aesthetic elements in fitting room design?*

Laney: Attention should be paid to size, lighting, color, ventilation, mirrors, security and privacy, cleanliness and location.

Be creative with fitting room design, but make sure you remember what their purpose is—an environment conducive to making a buying decision. Create an environment that is brand-right, clean, secure and comfortable.

d:r: *How can technology help shape a customer’s fitting room experience?*

Laney: If you have a bricks-and-mortar apparel store, you are in the fitting room business, and you should know what’s happening in your fitting rooms. Basic insights, such as number of customers who use each fitting room and how long they stay per visit, and, if service is offered, how often and how fast, are metrics you should not only know and understand, but also be able to do something about in real time.

d:r: *What does the fitting room of the future look like to you?*

Laney: The future of apparel shopping definitely is not all about consumers turning online and dropping out of physical shopping. Customers routinely browse and research online, choosing carefully where to spend. Luckily for apparel retailers, the final buying decision will always wrap around the analog process of the try-on. Making the fitting room experience meet the expectations of their customers should be job No. 1. Does that mean replacing associates with apps, chutes and 3-D printers? Or offering personal shoppers at Walmart? I don’t think so. What it does mean is designing brand-right fitting rooms and arming associates with technology that increases their efficiency and competency and makes the fitting room process a little less painful.

— Lauren Mitchell Volker

MARGE LANEY IS RECOGNIZED GLOBALLY AS THE RETAIL INDUSTRY’S LEADING AUTHORITY ON APPAREL FITTING ROOMS. SHE IS CEO OF ALERT TECH, WHICH PROVIDES FITTING ROOM SERVICE TECHNOLOGY FOR MAJOR RETAILERS TO INCREASE SALES WHERE DECISIONS HAPPEN—INSIDE THE FITTING ROOM.



Be a part of the
most unique
new event in retail design

design:retail HONORS

== CONNECTING FUTURES AND LEGENDS ==

An evening celebrating the industry's most promising future leaders alongside the highest regarded visionaries

Monday, May 16, 2016
New York

6:30-7:15 P.M.
Pre-Celebratory Cocktails

7:15-8 P.M.
AWARDS CEREMONY

40 Under 40
Class of 2016

Markopoulos Award
The industry's paramount lifetime honor

8-9 P.M.
Cocktails & Celebration

REGISTRATION DETAILS TO FOLLOW

FOR SPONSORSHIP OPPORTUNITIES Contact Orlando Llerandi
Publisher, *design:retail* (770) 291-5511; orlando.llerandi@emeraldexpo.com

Positive Thinking

WORKING IN RETAIL, we are rarely satisfied. The merchandising always can be reworked, the mannequins can be restyled, the store graphics replaced—and sales always could be higher. We tend to obsess equally over both major and minor details, and we usually are our own worst critics. We instinctively observe and evaluate the retail landscape around us, always considering ways to improve it on the next project and striving to find a way to do things better, faster, cheaper. It is this inquisitiveness that drives our pursuit of new ideas, new processes and new materials—ultimately creating the ever-changing demand for vendors and suppliers to provide inventive new products and services.

As this year's *design:retail* industry report (page 56) highlights in this issue, we also seem downright positive about the industry and our role as designers and visual stylists. A majority of survey responders noted that the importance of store design and visual merchandising has grown significantly in the past five years, and that it will continue to grow in importance over the next five years. Equally upbeat is a significant increase in how many retailers feel that they are well positioned to engage the new consumer across all platforms—including bricks and mortar, marketing, social media and online sales.

A positive, expansive attitude toward retail design and visual merchandising can only help to make today's retail environments that much more experimental, relevant, engaging and successful, highlighted by the following noted retail industry influences:



CONSTANT CHANGE

This ongoing aspect of retail design and visual merchandising is a natural extension of the now ubiquitous pop-up store concept that no longer is just a novelty, but rather a part of the everyday retail landscape. This industry influence is leading to new approaches and increased demand for store fixtures, décor, displays, graphics and even lighting to be highly flexible and easy to change.

SOCIAL ISSUES

Headlines abound with the news of a restless and vocal world. Topics such as race, gender and obesity all fight for coverage, as well as agelism, gay rights, security and the disabled. Consider how these newsworthy social issues are influencing retail design and visual presentation decisions—be it via mannequin styles, window displays, merchandising categories, customer services or store planning.



PETER-TOLIN BAKER
VISUAL MERCHANDISING SPECIALIST
P-T B DESIGN SERVICES
ptb@ptbdesignservices.com

ENVIRONMENTAL

Our natural world is heating up and rapidly changing, with ever-more extreme weather and natural disasters that affect large portions of the retail industry worldwide. Store design is responding to such demands in a variety of ways—be it working within restrictive energy conservation codes, providing safer store layouts and exits, adding backup generators for security, or the use of sustainable, recycled and renewable materials and finishes.

TECHNOLOGY

The retail design industry always has been a vanguard in the use of new technology, and we continue

to experiment with creative ways of incorporating today's newest options into store environments, through interactive kiosks, facial recognition technology, integrated POS systems, emerging beacons and smartphone technology. Interactive store windows are more frequently used to further engage the window shopper—all of which is creating a more seamless and interconnected shopping experience.

Take advantage of the prevailing positive industry outlook and determine how best you can incorporate the industry trends and influences into your store presentation. Now is the time to continue to do what we all do so well—observe, evaluate and change.

BASED IN NEW YORK, PETER-TOLIN BAKER IS ACTIVELY INVOLVED WITH RETAIL DESIGN AND VISUAL MERCHANDISING VIA P-T B DESIGN SERVICES (OWNER), THE FASHION INSTITUTE OF TECHNOLOGY (ADJUNCT PROFESSOR), RETAIL DESIGN INSTITUTE NY CHAPTER (BOARD PRESIDENT), AND AS A REGULAR CONTRIBUTOR TO *DESIGN:RETAIL*.

The Galleria Luxury Hall West 10000 Blvd
2014 IIDA Global Excellence Award Winner
Best of Category / Retail



I | I D | A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION

The association for the Commercial
Interior Design profession, and official
Knowledge Partner of GlobalShop 2015

visit IIDA.org

In Search of Substance



ROBERT HOCKING

RETALE MATTERS

robert@retalematters.com

@rhockinguk

YOU CAN'T ESCAPE the fact that retail design—beautiful or not—ultimately is at the service of selling stuff. It's why people pay for it in the first place. Yet you also can't avoid the fact that physical stores are on the verge of losing their last great opportunity versus digital, because, to quote Ron Johnson, "Retail isn't broken, stores are."

Research says that up to 90 percent of purchase decisions are emotionally led. Regardless of the category, inherent is a deeper meaning to the shopper than simply "acquire cheap."

From cleaning products and food to your first (or any) car, or that special something for someone you love, all of it is loaded with meaning. But think about it: where is this really delivered by brands in the space between desire or need and the ultimate purchase?

Brands and clients (and you, if you work for the brand) are increasingly pressured to find channels, or ways of using those channels, to build greater meaning and connection with people shopping for what you sell. The same channels exist today that did 20 years ago, but it's harder and harder to make them work. Now, interestingly, most channels haven't changed that much, nor shoppers' needs for that matter. The issue is that we have not changed our thinking to keep pace with what's happened in the intervening years.

Online shoppers are less inclined to browse, make fewer impulse purchases and are more discount focused. And even though Amazon is 20 years old, bricks and mortar still is the channel for buying—just 10 percent of all purchases in the United States are made online. Yet the typical physical store is designed more for function, specifically enabling a transaction, than



about deepening engagement. And this is exacerbated by the fact that store staff too often play a minimal role in building bridges with customers.

In the United Kingdom, 70 percent of CPG products are purchased "on sale." Research shows that the majority of purchase decisions made in a grocery store happen within about 3 ft. of the product in as little as 10 seconds. Ten seconds, 3 ft. and looking for deals is the depth of engagement most stores have created for shoppers.

Do we really think this can continue, do we really think the necessary investments will be made around retail design if we don't create more value through what we do?

With communication channels less effective and stores based more on transactions than inspiration, something must be done. So what is the opportunity for the company that creates the true future of buying by deepening engagement,

personalization, storytelling and relationships that recognize what people really want when they shop?

Here's the thing: if you mainly design physical store experiences you should be worried. The "product shed" mentality of most stores hasn't changed, and technology has caught up. The network pipes are big enough, the platforms robust enough, and consumers are conditioned enough to seek immersive experiences through technology and are comfortable making purchases online and on their mobile devices.

Technology allows us to remove walls, to create consistency in service levels, to always be on and personalized, and to offer limitless inventory. It allows us to adapt a retail environment to the type and needs of the shopper. No one is doing a good job at it yet—not yet, but soon.

I recently interviewed a consultant who specializes in cognitive ergonomic research (how people interact with complex systems) and he told me about being commissioned by Amazon to study how people shop in bookstores to see what parts of this experience could be brought to life online.

We are now at a point of parity of products and experiences, where consumers don't care, and this is because we don't give them a reason to. But in my view, design is the future of everything as long as it's willing to get out of the box. It's bigger than architects and retail designers; the new world is one without walls. When there's no box to create in, what's possible? The people that will claim this new future will be those who don't think in one.

ROBERT HOCKING IS A LONDON-BASED RETAIL BRAND CONSULTANT WHO LOVES RETAIL BUT HATES SHOPPING—AND CONTINUES TO SEARCH FOR STORES THAT WILL CHANGE HIS MIND.



10th
EDITION
PAVE
ANNUAL GALA

TICKETS ON SALE

NOW

**JOIN US
 DEC. 2ND, 2015**

FOR MORE INFORMATION CONTACT PAVE AT PAVE@PAVEINFO.ORG
 OR 954-241-4834. PROCEEDS BENEFIT PAVE EDUCATIONAL
 PROGRAMS. PAVE, THE PLANNING AND VISUAL EDUCATION
 PARTNERSHIP, IS A 501(C)(3) CHARITABLE ORGANIZATION
 ADMINISTERED BY A.R.E.

FOR AN EXTENDED NETWORKING RECEPTION,
 DINNER, MUSIC, AWARDS PRESENTATIONS, AND
 AFTER PARTY. RESERVE YOUR TABLE OR SEATS, OR
 SPONSOR A STUDENT TO ATTEND TODAY!

DECEMBER 2ND
 CIPRIANI WALL STREET, NEW YORK

WWW.PAVEINFO.ORG

GALA VICE PRESIDENT - LINDA LOMBARDI, GODIVA CHOCOLATIER
 GALA CO-CHAIR - SHANE DANDS, SAKS FIFTH AVENUE

FRIENDS

B+N Industries | Godiva Chocolatier, Inc |
 Holiday Foliage | Installation Solutions |
 Reeve Store Equipment | Silvestri California |
 Shawmut Design and Construction |
 Stylmark | Universal Display & Design |
 Visual Citi | Visual Marketing Partners |
 FITCH | R&J Display | Elevations Inc.

PLATINUM SPONSOR

SEVEN CONTINENTS

STUDENT DESIGN
 COMPETITION SPONSOR



BENEFACTOR

CALLISON
 AN ARCADIS COMPANY



KAREN PEARSE
 GLOBAL DIRECT



PATRONS

design:retail

Fleetwood

FRCH

JPMA

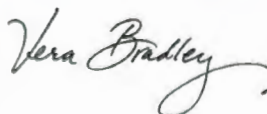


A-R-E



wests[®]
 Design Consultants

**BERNSTEIN
 DISPLAY**
 NEW YORK SHANGHAI



fusion
 A COMPANY OF
 NOABRANDS

SPONSORS AS OF SEPTEMBER 9, 2015

I WILL.

Under Armour protects its invigorating brand promise with an adrenaline-induced Brand House in the heart of Chicago

By JENNY S. REBHOLZ

Photos by MAGDA BIERNAT





W



What does a big sports brand do with a prime location in Chicago? Some might say they go big or go home. From a giant bust form and 30-ft.-diameter digital ceiling detail to a five-sided marquee and everything in between, Under Armour went big and bold with its brand statement, taking its retail experience to a whole new level at the Chicago Brand House. With the help of Columbus, Ohio-based Big Red Rooster, Under Armour has brought its brand mission—"to make all athletes better through passion, design and the relentless pursuit of innovation"—to life.

While Under Armour had revised its store concept in 2012 with the first Brand House in its hometown of Baltimore, that concept has evolved just like its products. The acquisition of the Michigan Avenue and Ohio Street real estate doubled the square footage and provided the retailer with an opportunity to make a bigger brand statement.

According to Tom Walsh, senior director, global store development for Under Armour, the Brand House concept was founded on three main operating principles: innovation, specialization and localization. Under Armour wanted to create an experiential environment that supports athletes, and to tell stories about the brand's most innovative products. They also wanted to offer the best and brightest staff, or "teammates," with specific skills and passion for a particular end use. Finally, the company was committed to infusing the space

with familiar elements that demonstrate their respect of the local roots of the customer base.

Similar to the strategy for the Baltimore store, the team wanted to take advantage of the existing architecture while opening up the interior. The goal was to transform the former Eddie Bauer corner location (with its familiar tower entry) into an Under Armour-branded beacon for athletes.

The turret was re-clad with a black steel-like material that changes the dynamic of this entry point and anchors the exterior. Expansive windows with larger-than-life images of athletes begin the storytelling process. An important piece of the design strategy was to maximize the views from the street in order to provide visual access to the two levels of the store.

A giant custom Under Armour bust form highlighting the company's first innovative product, the compression T-shirt, makes a bold brand statement at the entry. The experience in the rotunda continues with a dynamic digital ceiling display spanning 30 ft. in diameter that pulls customers into the store and immerses them in the brand.

"The bust form announces the brand, and people gravitate to it," says Aaron Spless, co-CEO and president of Big Red Rooster. "They take selfies with it and share that initial interaction in the space."

Digital plays a key role in the Chicago Brand House. In addition to the digital ceiling display, a



← Dedicated zones speak to the performance of the products.

↓ [Bottom] Technology is a storytelling platform, creating energy that pulls people into the store.

↓ The store is infused with local flavor, such as the Wrigley Field doors and Ivy wall.



five-sided marquee at the central escalators helps to drive traffic to the second level, which can be a challenge in any retail space. "This technology is another storytelling platform, and it creates great energy that pulls people through the store," Spiess describes. The marquee shares social and inspirational messages, as well as information on events and the latest news.

"We wanted to achieve a few goals with digital," Walsh says. "We wanted to leverage our current assets and give our fans what they expect, and then use great videos and stories that inspire athletes to make them better."

The materials palette for the store was selected as an authentic representation of the brand. Concrete, wood and steel are timeless materials that create a backdrop that communicates strength. These selections supported the design direction of keeping things light, bright, clean and simple. Details, such as the wooden logo feature wall at the cashwrap, demonstrate how these materials complement the brand and enrich the environment.

"We didn't want to overdesign the space; we wanted to create an environment where the product is the hero," Walsh says.

The store was organized and zoned in a manner that allows Under Armour to tell specific end-use stories while also providing an engaging setting where the Under Armour teammates can connect





Connections with the product are enhanced with experiential opportunities.

with athletes at all levels. “We created a clear journey through the space and improved our visual merchandising approach that brought to life the worlds of product—run, train, studio, golf, hunt, fish, basketball,” Walsh says. “These dedicated zones speak to the performance of our product.”

The lighting strategy for the project was to embrace the use of natural light to create a fresh and inviting environment. While the previous tenant had built walls for more display space, the Under

Armour design team knocked down walls in order to use lighting to highlight the product. A layered approach was taken to the artificial lighting. The main focus of direct lighting was to emphasize feature mannequin looks and product callouts. The next priority was to highlight wayfinding and elevate the story-

telling with backlit graphics. Ambient lighting was then used to balance the varying levels and create a comfortable atmosphere.

Connections with the product are enhanced with experiential opportunities, such as UA Record and the “Optojump Experience.” As shoppers migrate into the store, they enter the Under Armour Connected Fitness Zone, home of Under Armour’s suite of apps, which includes UA Record, Map My Fitness, My Fitness Pal and Endomondo, and the brand’s assortment of wearable devices.

“What’s the Record?” powered by Optojump is

an experience in the youth zone that encourages young athletes to track their performance and improve themselves. It is an opportunity to measure data, like height and weight, and then use protocols to test reaction, energy, power and strength abilities. The experience gives them a total UA performance score, which they can monitor over time and work toward improving.

When it comes to infusing the store with local flavor, this retail experience oozes with iconic elements of Chicago pride. A replica of the Wrigley Field doors—complete with a living wall of ivy—is just one example. Localized images combined with the Under Armour “I WILL” messaging provide an inspired setting in the fitting rooms.

“We wanted to bring the customers into the world of Under Armour and provide them with the best assortment of Under Armour gear on the planet, making them say, ‘I didn’t know Under Armour made this,’” Walsh says.

While digital strategies were used to lead customers throughout the space, the available square footage allowed the team to create open sightlines between product categories to emphasize this wayfinding, making it clear and easy to navigate the store.

“We thought through every detail and experience to tell our story in our own words,” Walsh says. “We considered the journey and each moment as the customer works through the store. We wanted to use the space to hit on all of the senses and help inspire you to get better and achieve your goals.”



← [Opposite page]
A materials
palette of con-
crete, wood and
steel creates a
backdrop for
the store.

← A five-sided
marquee is a
storytelling plat-
form that helps
drive traffic to
the second level.



“We thought through every detail and experience to tell our story in our own words.”

-TOM WALSH, UNDER ARMOUR



PROJECT FILE

**Under Armour
Brand House**
Chicago

RETAILER

Under Armour

CONTRACT DESIGN FIRM

Big Red Rooster, A+H

ARCHITECT

FRCH Design Worldwide

GENERAL CONTRACTOR

Pepper Construction

STORE FIXTURES/MILLWORK

Chandler, Tried, MSI, Cubic

MANNEQUINS/FORMS

Greneker

LIGHTING

Weidenbech Brown

DIGITAL EXPERIENCE

Activate the Space

FLOORING

National Polishing (concrete),
Syracuse Hardwood Floor
Gallery (wood), Ecore (rubber),
Synthetic Grass & Greens
(turf), Shaw (LVT)

SIGNAGE/GRAPHICS

Latitude, Creative Cause, Dug-
gal, Digital Color Concept, Sign
Crefters (exterior signage)

WALLCOVERINGS

Latitude

PAINT

Sherwin Williams

LIVING WALL

Furbish (living wall), Stingrey
(Wrigley Field doors)

EXTERIOR FAÇADE

Pure + FreeForm (metal panels),
MG McGrath (fabrication and in-
stallation), Glass Solutions Inc.
(storefront & glazing), Ellison
(entry doors)

FITTING ROOM CEILINGS


Newmat

SOUND SYSTEM

Bose

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

← Visual merchandising
helps bring various
product worlds to life.

A photograph of a clothing store interior. The scene is dimly lit, featuring a balcony with an ornate metal railing on the upper level. In the foreground, there are mannequins dressed in dark, heavy clothing, including a leather jacket and a brown sweater. A pair of purple and white patterned boots sits on the floor. The background shows racks of clothing and framed pictures on the wall. The overall aesthetic is gritty and industrial.

Rock 'n' Roll

By ZOE ZELLERS

Photos by LASZLO REGOS

Hometown king John Varvatos opens in Detroit with a beer-soaked, salvage-yard, heavy-metal bang



“This place needed a good coat of beer and some kicking around first. Now it’s a store.”

—ERIC LUKENICH, JOHN VARVATOS

When designer John Varvatos launched his store this past spring in his hometown of Detroit, he knew how to throw a fitting homecoming party. Invite Alice Cooper to play the opening show.

“I burned my ears out for a week after listening to Alice Cooper perform on that stage,” laughs Brian Rebain, architectural director of Detroit-based Kraemer Design Group, the consulting and architectural design firm that collaborated with the Varvatos team in reimagining a defunct 19th-century space into a magical store that lives and breathes the designer’s rock ‘n’ roll fashion world.

After the hit show (which closed with Cooper’s “School’s Out”), Eric Lukenich, director of retail store design for John Varvatos, remembers the contractors asking if the team wanted things to be touched up.

“No, this place needed a good coat of beer and some kicking around first. Now it’s a store,” Lukenich recalls. “We wanted it to have that punk-rock ethos to it.”

John Varvatos’ “Bowery concept” stores salvage old buildings, like New York’s CBGB concert space (where years of concert fliers are still stapled to the walls), and honor their cultural history while serving as fully functioning retail stores and music venues. And that’s just what the designer has done in Detroit, a music city that retailers have long neglected.

In creating his first Midwest store, Varvatos worked with Dan Gillbert’s Bedrock Real Estate Services to find the ideal space on historic Woodward Street, which Bedrock is hoping to transform into a destination shopping center, Lukenich says.

John Varvatos organically strove to make the location an experience-driven menswear store that acknowledges local culture, celebrated in framed photos of musicians with local ties, guitars, amps,



stereos and vinyl records—all of which are available for customers to test out “as loud as they want” and purchase, Lukenich adds. (The designer plans to bring more big acts to town and to feature local stars on stage, too.)

“[It’s] really important to us to make sure that [the store] is responsible and reactionary to the environment,” Lukenich says. “A lot of the details that are there are because of that space and would be hard to replicate anywhere else.”



← [Opposite page] A lounge vibe permeates the space, with distressed leather seating and Oriental rugs.

↑ Shoppers are encouraged to hang out, turn up the volume and test out the tunes.

↓ The façade of the John Varvatos store features the building's original cast-iron columns.

The two-story, 4,600-sq.-ft. space—complete with a mezzanine, fully functioning concert stage, rich velvet curtains and 14-ft.-by-10-ft. display windows with black-lead glass—came with a lot of history. The space required a great deal of work to bring the life of the venue back to the surface.

Located in one of Detroit's oldest buildings (the former Wright-Kay Building, dating back to 1891),

the store once housed the Schwankovsky Temple of Music before it functioned as a jewelry store.

The Varvatos team dug the 1890s architecture that was once prevalent in so many cities like Cleveland, Detroit, Buffalo, New York and Philadelphia, Lukenich says. In Detroit, much remains intact, partly due to historic coding, a lack of economic development over the last several decades and even a lack of money to tear down old structures. "New York has bastardized it off—it's all gone. In Detroit, it's still there. Even if it's rundown, it's beautiful," Lukenich says.

As the design team removed some of the non-historic material left by previous tenants, they discovered that the original cast-iron columns from the 1880s were still there, buried in the wall. They also uncovered original decorative

details of the storefront windows, which were in poor condition. "It wasn't really a restoration process so much as it was a reconstruction," Rebain notes.

Referencing historic photos and employing locals in the craftsman-rich city to reconstruct the exterior and interior, the design team was able to create new toes to the columns built from durable cast concrete wrapped with metal and a painted black veneer to withstand the force of prevalent snowplows.

"The good thing about it is that the cast iron was black and [John Varvatos] loves black, if you couldn't tell," Rebain says in jest. "We knew we wanted that to be an essential part of the palette, and this just worked." The team went with a dark, bold storefront and a complex palette of many different materials, such as aluminum, stone, steel and historic cast iron.

"It's funny because when we first set it up, [John] said, 'It's too pretty...it needs to be more eclectic.' We don't want perfect. If anything, the model is 'imperfectly perfect,'" Lukenich says.

The Varvatos team sourced decorative items from local Detroit stores, as well as markets in Paris, and "top quality and serious vintage equipment that



(music) collectors are after" to add more funk and punk that would encourage a "hang out" lounge vibe in the tall space.

In terms of display, the space is geared toward the Detroit atmosphere and mentality of shopping. The retro-inspired store is a punk-rock Queen Anne-style celebration with gritty, cool details. The loft-style space is adorned in distressed leather and velvet accents with a grand-scale chandelier and plenty of Oriental rugs resting atop neat dark-finished wood flooring. This complements the back wall's dark-finished, floor-to-ceiling, built-in shelving on the first floor that displays footwear and leather accessories like macho-suave totes.

A "living room lounge" feel is carried throughout both floors with eclectic combos of faux zebra chairs, dark leather couches and pairs of authentic-looking worn leather armchairs surrounding low, dark-finished wood coffee tables displaying short stacks of books with titles like "Punk" and "Pride and Glory." Other than the sound system, the rest of the store is decidedly low-tech and doesn't employ iPad displays or touchscreens. Perhaps this is Varvatos' way of addressing the city's fuss-free, working-man mentality.

On the first floor, seating is adjacent to a black stage where colorful electric guitars offer eye candy, as does the back "wall" comprised of stacked speakers, which act as sculptural statements. Besides the columns and a custom-built cashwrap, the stage—with its sophisticated audio needs—was the biggest element to design around, and is one of the only permanent features of the store. Two large black sconces provide warm lighting on either side of the stage, and were one of Lukenich's favorite finds.

The black wall opposite the stage functions as a gallery with portraits of stars like Iggy Pop, Alice Cooper and MC5, curated by Varvatos' partner Rock, Paper, Photo. Vinyl records are lined on record "rails" built in to the walls. Specialty wall mounts display instruments next to black metal hanging racks of leather jackets.

On the second floor, shoppers can lean against the mezzanine's railing and take in the full view of the open-floor format store. When the rich red velvet curtains are drawn, the "rock club" is warmed by copious sunlight pouring through the first floor's floor-to-ceiling windows and overhead lights deliberately irregularly scattered to give the live concert feel of spotlight movement.

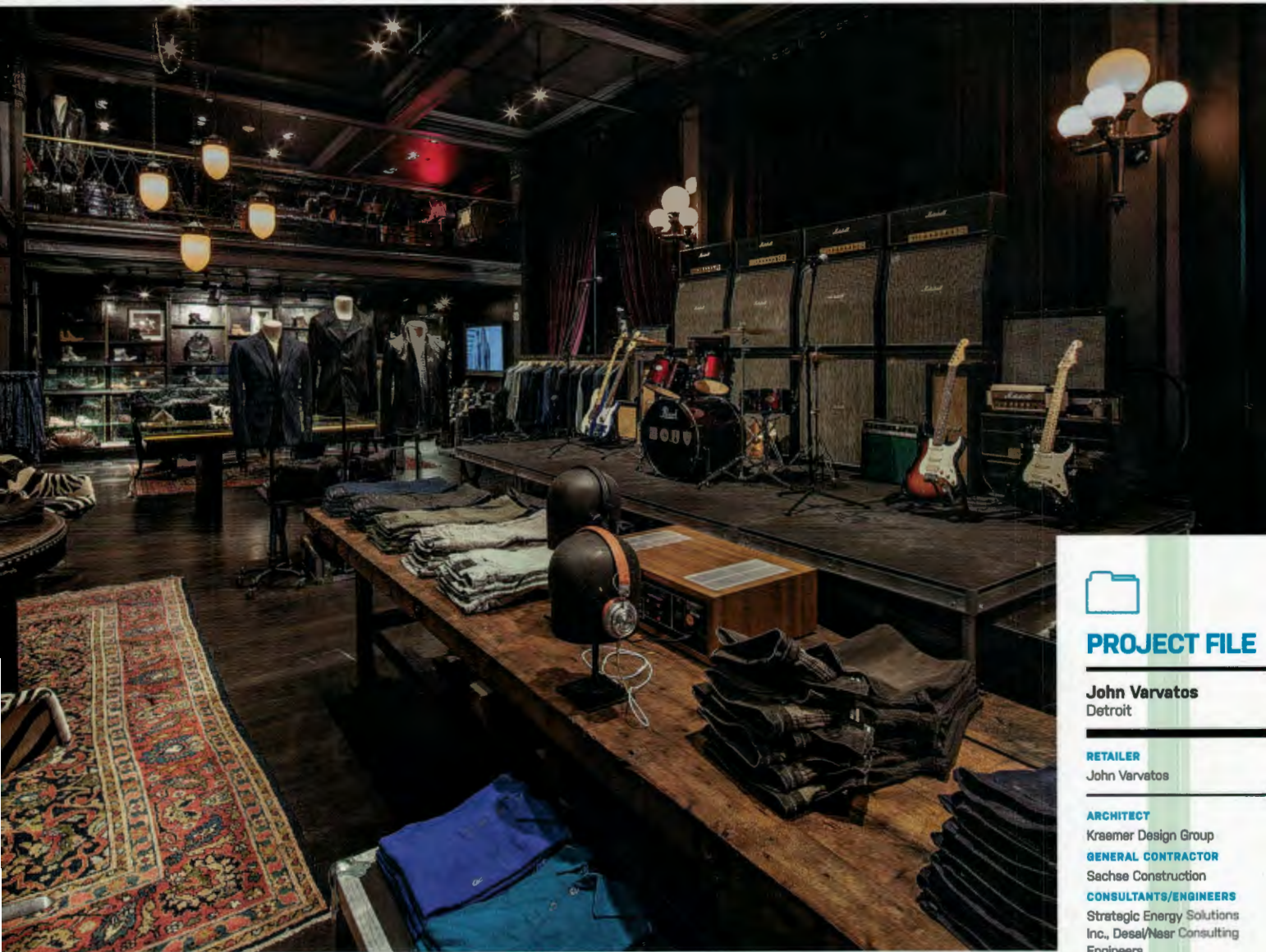
Fanciful style details aside, the space is adventurous, not overwhelming. And, it maintains that industrial practicality of functioning as what it should be: a store with neat stacks of jeans lining unfinished wood and dark metal display tables next to carefully faded "Detroit" tees.

"The spirit of the brand, which is really rock 'n' roll, comes from John," Lukenich says. "Things are expensive, but it's still working-class mentality—you go to work and get dirty, and it's the spirit of Detroit. The vibe of it is very much part of the brand."

d.r







↑ The store features a fully functioning stage with stacked speakers and a collection of guitars.

“We don’t want perfect. If anything, the model is ‘imperfectly perfect.’”

—ERIC LUKENICH, JOHN VARVATOS



PROJECT FILE

John Varvatos
Detroit

RETAILER

John Varvatos

ARCHITECT

Krsemer Design Group

GENERAL CONTRACTOR

Sachse Construction

CONSULTANTS/ENGINEERS

Strategic Energy Solutions

Inc., Desal/Near Consulting

Engineers

LIGHTING

Lithonia Lighting

FLOORING

Entourage, Aurora, Mennington,

Johnsonite, Virginia Tile,

RedGard

WALLCOVERINGS

American Beadboard, Wilsonart

MILLWORK

Landry Carpentry/Millwork,

Dykes (casing trim)

CEILING SYSTEMS/ SPECIAL FINISHES

Russell Plastering Co.

(ornamental plaster restoration)

PAINT

Benjamin Moore,

Sherwin Williams

METALS

Cassadei Steel, American Fence

& Supply Co. Inc.

GLASS

Modern Mirror and Glass Co.

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



*Get ready for **2016!***
Visit **popai.com/OMA**

REGISTRATION OPENS OCTOBER 1, 2015

POP  **PAI**

Search #22 at designretailonline.com/rs

design:retail

RETAIL DESIGN

INDUSTRY 2015

As 2015 comes to a close (my how time flies!), we wanted to find out how the retail design industry as a whole has fared this year. So, we reached out to you, dear readers, and picked your brains to see how you've been doing in 2015. You shared your successes and challenges, as well as your plans for 2016 and beyond. Curious to see what the industry is thinking and feeling? Read on...

By JESSIE DOWD

For the seventh-annual Retail Design Industry survey, *design:retail* reached out to retail's CEOs, store planners, contract designers, visual merchandisers and other key players to find out how the industry is faring in 2015 and what we can expect to come in the near future.

We've Come a Long Way, Baby

Overall, the retail design industry has continued to see improvement over the last few years and is feeling upbeat about the current economic situation, with just under a third (32.7 percent) of companies responding that their situation is "Excellent" this year, an increase from 27.3 percent who said so last year (and a sizeable change from

17.8 percent back in 2010). Another 42.77 percent responded that their situation is "Good," compared to 58.4 percent who said so last year.

What's more, many retailers and design firms are planning for continued steady growth for their businesses, with more than half of respondents (54.12 percent) planning to increase capital spending in the next 12 months, a decent jump from 47.5 percent last year. Another 36.47 percent said their company is not planning on making significant changes in capital spending in the next 12 months, and just 9.4 percent expect to decrease capital spending in the next year.

Backing that steady growth, more than half of survey respondents (57.14 percent) indicated that they opened one to 25 new stores in 2015. This stat

is slightly down from last year's 59.4 percent, but that's because retailers opened *even more* new stores in 2015—9.52 percent opened 26–50 stores (versus 6 percent in 2014), 8.33 percent opened 51–100 stores (versus 5.3 percent in 2014), 3.57 percent opened 101–250 stores (versus 3 percent in 2014) and 1.19 percent opened 251–500 stores (versus 0.8 percent in 2014). The growth looks like it will continue for 2016, with 48.78 percent of companies planning to open the same number of new stores as 2015 while 23.17 percent of respondents plan on opening more new stores in 2016.

While negative headlines may be the ones you notice most, store closures are not increasing and have held steady, with 39.51 percent indicating they closed no stores in 2015, and another 39.51 percent

What are your company's plans for capital spending in the next 12 months?*



Increase capital spending

54.12%



No significant changes

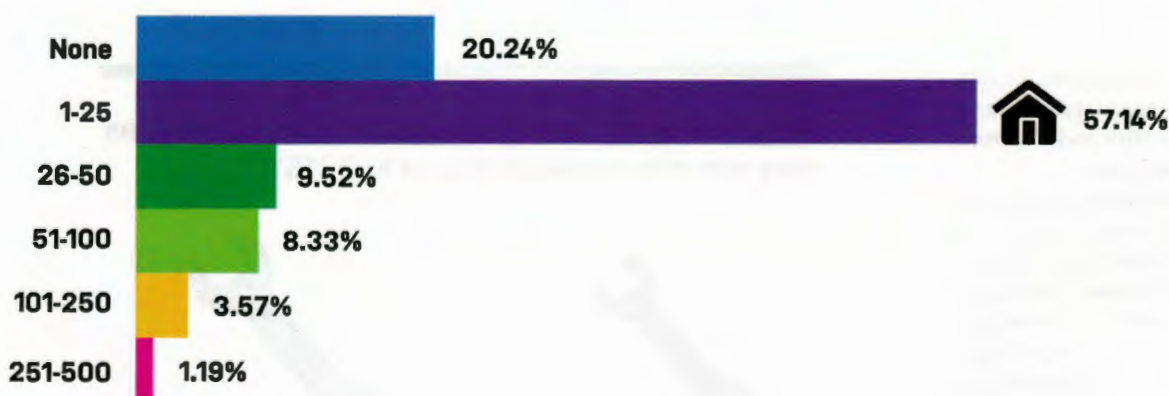
36.47%



Decrease capital spending

9.41%

How many new stores has your company opened in 2015?*

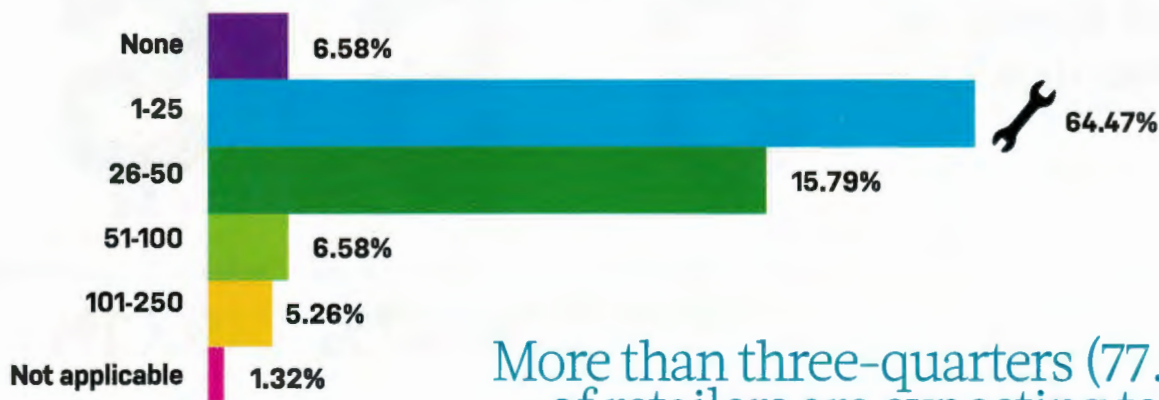


How many new stores does your company expect to open in 2016?*



*Questions answered by retailers only

How many stores has your company remodeled/renovated in 2015?*



More than three-quarters (77.02 percent) of retailers are expecting to renovate at least as much in 2016 as in the past year, if not more.

saying they closed just one to 10 locations. For 2016, 33.75 percent of companies plan to close about the same number of stores as in 2015, and 20 percent plan to close fewer stores than this year.

The popularity of renovations has continued in 2015, with 64.47 percent of retailers saying that they renovated between 1-25 stores, and 15.79 percent renovating between 26-50 stores. Renovation plans for 2016 will ramp up, with more than three-quarters (77.02 percent) of retailers expecting to renovate at least as much in 2016 as the past year, if not more.

With store growth and renovation plans holding strong, it's easy to see why the retail design industry remains positive about the state of the economy, with the majority (60.87 percent) of respondents stating that America's retail economy is "Growing slowly." Better yet, 13.04 percent of respondents believe the retail economy is "Growing rapidly"—that's double last year's 6.7 percent. Only 18.01 percent believe the retail economy is "Stagnating," down from 19.2 percent in 2014, (and even smaller than 22.4 percent in 2013, 31.4 percent in 2012 and a whopping 46.6 percent in 2011).

While optimism seems to be in the air, retail still has its challenges, with several categories still struggling to recover their success from the golden days. Over the past few years, survey respondents continue to agree that the department store channel currently is the most challenged (35.67 percent this year), followed by hardlines specialty stores at 18.47 percent. And while 15.92 percent of respondents said

Which of the following statements best describes your plans to renovate stores in 2016?*



Plan to renovate more stores than in 2015

32.43%



Plan to renovate fewer stores than in 2015

10.81%



Plan to renovate about the same number of stores as in 2015

44.59%



Not applicable

12.16%

When you think about America's retail economy today, you think it is...



Growing rapidly

13.04%



Growing slowly

60.87%



Stagnating

18.01%



Still depressed

6.21%



Much more important
58.13%

Compared to five years ago, how much more/less important is the design/store planning/visual component to the retail industry today?

Somewhat more important	23.75%
Relatively unchanged	13.75%
Somewhat less important	3.75%
Much less important	0.63%



CYX Series



A full range of
Xicato™ LED
fixtures



AXT Series

- Round Hanging Pendant LED
- Utilizes Xicato™ LED Modules
- Available 720, 1300, and 2000 lumens
- Standard ≥83 CRI or optional ≥98 CRI
- 20°, 40°, and 60° field-changeable reflectors
- Multiple dimming options available

- Integrated driver in cylindrical housing
- Utilizes Xicato™ LED Modules
- Available 720 and 1300 lumens
- Standard ≥83 CRI or optional ≥98 CRI
- 20°, 40°, and 60° field-changeable reflectors
- Multiple dimming options available

Times Square Lighting • 5 Holt Drive • Stony Point, NY 10980
(845) 947-3034 • tslight.com

that softlines specialty stores were most challenged, another 18.59 percent also believe this sector has the most potential for growth. Other categories respondents feel are thriving include supermarkets, grocery stores, drugstores, convenience stores and fast-food service (22.44 percent); followed by closeout retailers, dollar stores and factory outlets (17.31 percent); and supercenters, discount stores, warehouse and club stores (13.46 percent).

Design Rules

Overall, survey respondents feel confident about the retail design industry and the role they play within it. More than half of survey respondents (58.13 percent) feel that design, store planning and visual components are "Much more important" to the retail design industry compared to five years ago. And they believe that importance will only gain momentum, with 53.46 percent of respondents saying the average retail designer's job importance will rise over the next five years.

Respondents also continue to believe that the retail design industry overall will be stronger in five years. The majority of respondents (52.53 percent) said they think the retail design industry will be "Somewhat stronger" in five years, with 11.39 percent estimating the industry to be "much stronger" in that time.

Proof that design is more important than ever? Business is coming in, and 40.24 percent of those surveyed report they are increasing their design staff in 2015 (compared to 28.8 percent in 2014). For 2016, more than half of companies (59.26 percent) expect no change in personnel or staffing levels, while 35.19 percent expect to increase head counts even further.

What Everyone's Talking About

To try and catch up to the ever-evolving consumer challenge, retailers have been experimenting with new technologies and strategies recently. The majority of respondents (44.87 percent) say they have tested several new technologies and strategies and have even seen success, while another 40 percent say they've only seen limited success.

Bridging the digital and physical retail realms remains top of mind for survey respondents. In terms of engaging the new consumer across all platforms, more than half (56.41) of companies said they are experimenting, but still have more work to do. Another 40.38 percent believe they are well positioned and ready for growth. A meager 3.21 percent said they do not currently have a plan (scary!).

While some respondents feel they are "never fast enough to be ahead of the consumer mindset," others

Continued on page 65



Over the next five years, do you think the average retail designer's job importance will rise, fall or stay about the same?

53.46%

RISE

37.11%

STAY ABOUT THE SAME

9.43%

FALL

What is your company's current economic situation?



Excellent

32.7%



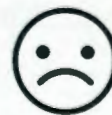
Good

42.77%



Barely Acceptable

18.24%



Poor

5.66%



Very Poor

0.63%

Do you think the retail design industry will be stronger in five years?



52.53%

SOMEWHAT STRONGER

25.95%

RELATIVELY UNCHANGED

11.39%

MUCH STRONGER

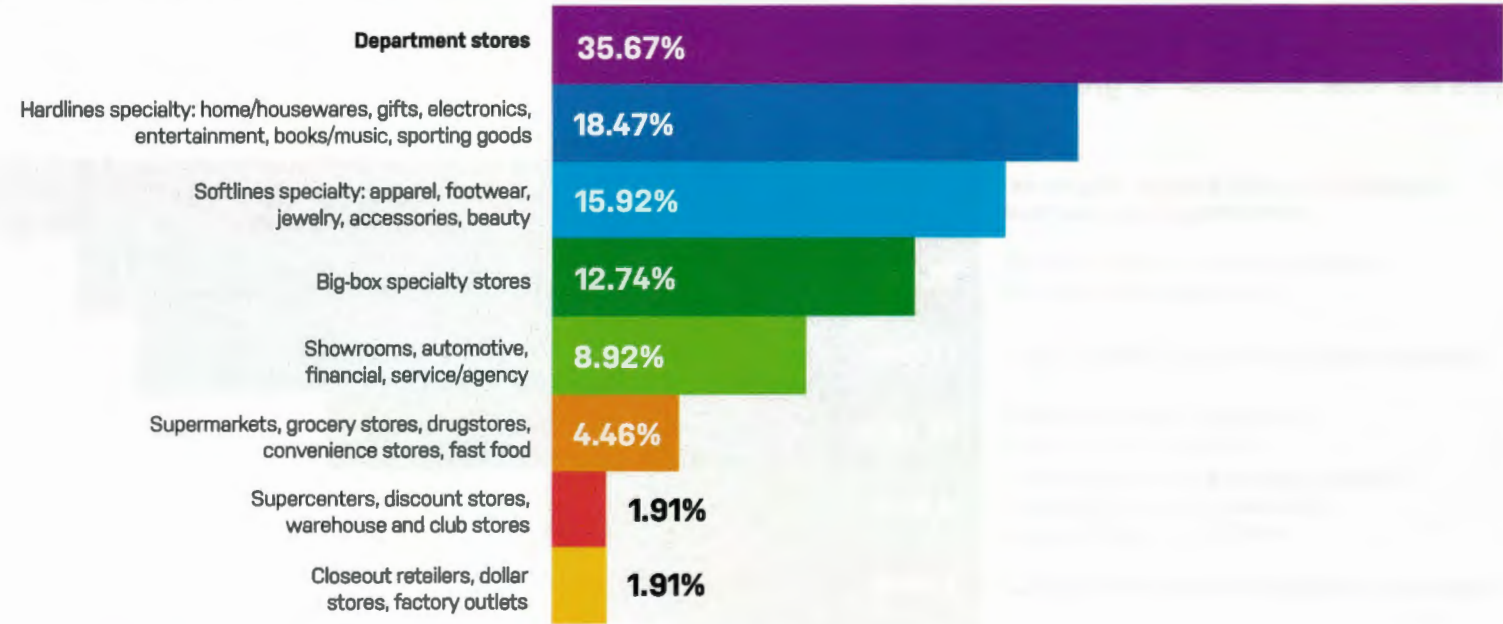
8.86%

SOMEWHAT WEAKER

1.27%

MUCH WEAKER

Which channel of the retail industry do you think currently is the most challenged?



metal mesh
woven metal textiles

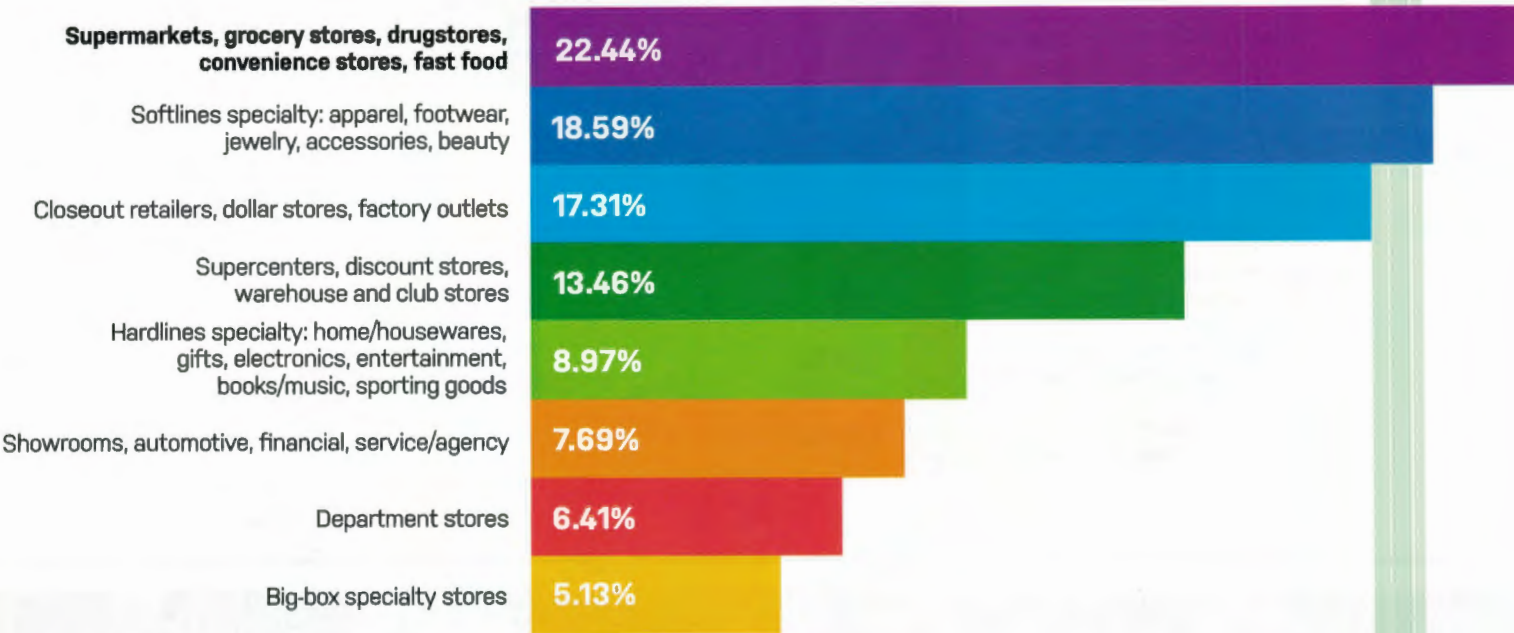


aria
thin concrete sheets



antiko
modern rustic flooring

Which channel of the retail industry do you think has the most potential for growth?



How well is your company positioned to engage the new consumer across all platforms?

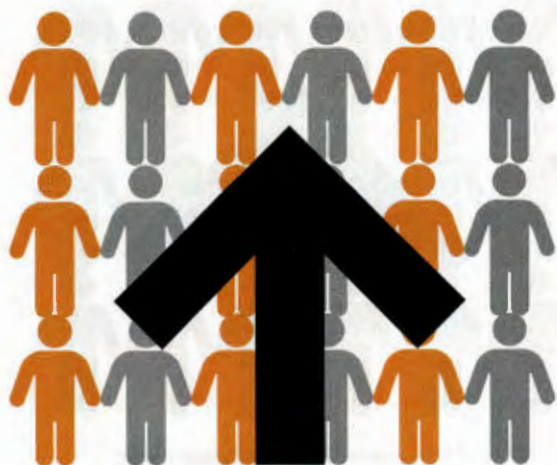
56.41%
WE ARE EXPERIMENTING, BUT
HAVE MORE WORK TO DO

40.38%
WELL-POSITIONED AND
READY FOR GROWTH

3.21%
WE DON'T
CURRENTLY
HAVE A PLAN



How have your company's design staff personnel levels been affected in 2015?



Increased design staff head count

40.24%



No change in personnel/staffing levels

44.51%



Decreased design staff head count

15.24%

What new design strategies has your company implemented?



- Internally, the way we schedule projects has changed a bit. Stores aren't as cookie-cutter as they used to be, and we are adjusting.
- Incorporating technology and interaction with technology into our store design.
- More customer service and detailed communication.
- Pop-up stores off-site.
- Showcasing of specialized product, cross-platform integration for a better customer experience both in-store and online.
- Tablets for POS digital screens added to stores in place of static messaging and touchscreen technology added to stores to increase customer engagement.
- Focus on innovative/energy-efficient lighting solutions and upgrades.
- New 3-D software design tools.
- Repositioned from retail/merchandising design to retail experience. Still experimenting.
- Showcasing on-trend products in a creative, simple, no-nonsense way with simple, to-the-point signage has proven to be effective.
- More aggressive disruption strategies, with greater commitment to align with more limited and discreet audiences.
- iPad/tablet integration. Despite all this technology, the consumer still wants to talk to a real person—even Millennials!
- Modular environments, local design.
- Predictive analytics.
- Interactive media and in-store cell phone apps.
- Effectively merged the physical and digital shopping experience—but there is much more work to do in terms of creative, implementation and measurement of success.
- Engaging with engineering teams earlier to ensure designs are manufacturable.
- Shop online, pick up in-store.



Do you feel your company has done enough to prepare for/adjust to the new consumer mindset?



- Not yet. We are working to pivot, focusing obsessively on the customer and their desired experience.
- Yes, we are actively working on being far more applicable and relatable to a much wider array of different consumers than we have in the past.
- We have adjusted our expectations to meet the consumers' demands.
- No, our intentions are strong, but client reluctance or inability to change or entertain risk has slowed our progress. Retailers want to see evidence (case studies) when adjusting to shifts in consumer behavior. Change is occurring at the fringe and will eventually enter the mainstream.
- It is a continuous effort that has become the new reality in retail.
- Never enough. The future, always in motion, is difficult to see.
- There's just not enough money to take advantage of all the technology and interactivity that could be added to our store environments. But we're making great strides.
- There are so many options, you have to be nimble and adjust quickly. We are trying not to overthink the process. Simple is better.
- Yes. We try to integrate consumer and trend research into everything we do. We are constantly talking to store managers and consumers. We also don't forget that we are consumers ourselves. There are a lot of constants in retail, and a lot is always changing. It's an exciting time to be in the design industry.
- Never enough. There's always more that can be done, but there are only so many hours, dollars and brain cells.
- Still expanding our reach and focus on branding, storytelling, communication and market segmentation.
- We have been in transition all year, changing our products, floorplan and formatting to make us different than the webstore alternative.
- Yes, we spend considerable time at conferences, on boards and digesting white papers to keep up with the evolving trends and mindset.
- Yes. Today's customer needs much more stimulation within the retail environment; more than ever before, it takes technology to sell technology.
- I feel we will never be fast enough to be ahead of the consumer mindset.
- It's a relentless, neverending, ongoing process.



What are your company's plans for design staff personnel levels in 2016?



Will increase design staff head count

35.19%



No change in personnel/staffing levels

59.26%



Will decrease design staff head count

5.56%

Has your company experimented with new technologies or strategies during the last year?

44.87% YES, we have tested several new technologies and strategies and have seen success

Yes, we have tested several new technologies and strategies, but with limited success 40.38%

Yes, we have tested one or two new technologies and strategies, and they have failed 3.21%


No, we have stuck to our core business model 11.54%

Continued from page 60

believe they are making great strides. One respondent reports they have “repositioned from retail/merchandising design to retail experience,” while another says they have “effectively merged the physical and digital shopping experience—but there is much more work to do in terms of creative, implementation and measurement of success.” And another respondent added, “Bricks and mortar is not dead, but must evolve. I believe many stores need to get smaller and really look at their offerings; edit and re-focus on a new customer and know what is important in their shopping habits and experience. So many retailers want to blame everything from changes in business, but can’t recognize that the business model has to change.”

Hot topics on the forefront of everyone’s mind include generational shopping trends (Millennials, Gen Y and Gen Z), the integration of technology in-store, specialization and store editing, consumer experience, the rising importance of customer service and, of course, the challenges and opportunities for bridging the digital and physical worlds. (Check out additional comments from our survey respondents on these topics in the sidebar on pages 63–64).

On the Horizon

Looking ahead to 2016 and beyond, the retail design industry appears ready at the helm for steady growth, boasting an optimistic attitude, increasing store openings and renovations, and innovative strategies and concepts that promise to deliver unparalleled retail experiences. We can almost feel the electric energy of change and evolution in the air. We’re excited to see what’s next! 

Editor’s Note: Additional charts will be available in our digital edition.

Survey Respondent Profile:

Retailer: chain (11 or more stores)	23.14%
Retailer: independent/small chain (1-10 stores)	3.71%
Non-Retailer	73.15%

go wild
with
edgewood

Get the **look**
and **feel** of
natural wood
grain in a
composite
panel.

- 14 colors and wood designs
- superior **color consistency**
- unmatched **fade protection**
- exceptional **water resistance**
- four high-quality substrates

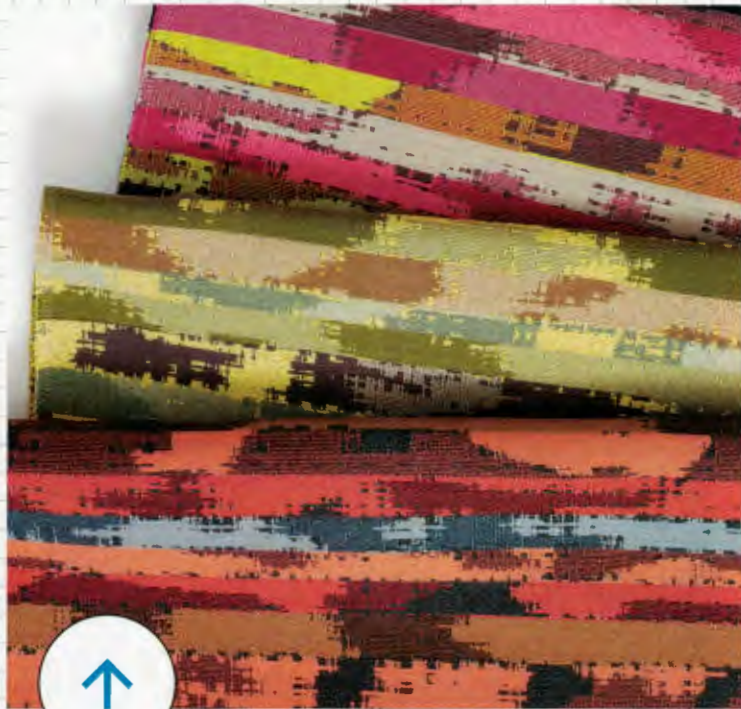
KML
designer finishes

request complimentary samples online

KMLdesignerfinishes.com (888) 358-5075

Search #28 at designretailonline.com/rs

COLOR AND MATERIALS



[1]

[1] Part of KnollTextiles' newest KT Line, Tabloid is a modern, stylized camouflage that can read as a stripe or as an all-over pattern. knoll.com
RS #241

[2] Nemo Tile's Rafia collection of porcelain surfacing boasts chromatic movement and alternating visual sequences that mimic textiles. nemotile.com
RS #242

[3] Panolam Surface Systems offers the Barista Collection by Nevamar, a line of high-pressure laminate products comprised of 16 neutral woodgrains and abstract visuals. panolam.com
RS #243

[4] Folklore, part of the Nordic collection by Sina Pearson Textiles, features diamonds and zigzag motifs raised in relief against a neutral background. sinapearson.com RS #244



[3]



[2]



[4]

2016
A·R·E



design awards

#RetailGameChangers

GAME CHANGERS

RETAIL DESIGN

CALL FOR
ENTRIES

WWW.AREDESIGNAWARDS.COM

REGISTER BY

DECEMBER 15, 2015 AND SAVE
FINAL DEADLINE JANUARY 15, 2016

QUESTIONS? CALL 954-241-4819

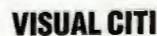
PRESENTING SPONSOR



AUDIO VISUAL
DESIGN SPONSOR



WINNERS CIRCLE
SPONSOR

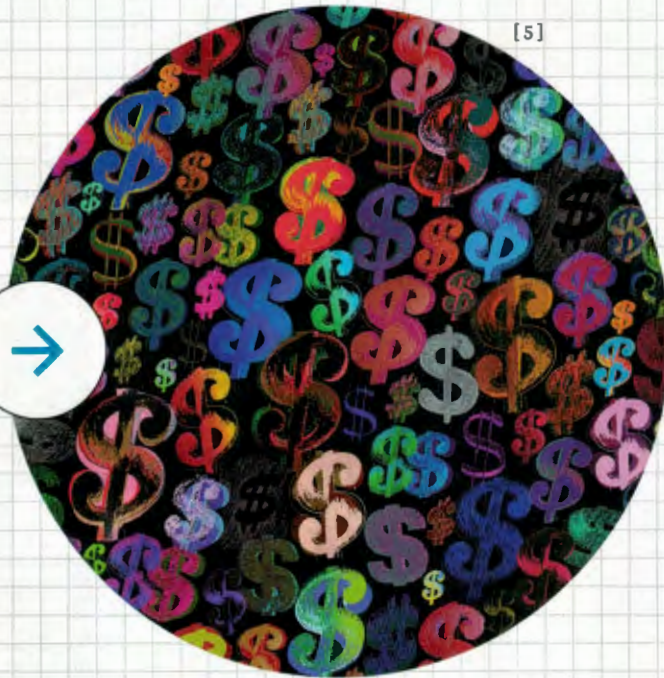


VISUAL PRESENTATION
AWARDS SPONSOR



DIAMOND SPONSORS





[5]

[5] For the second installment of its Andy Warhol x Flavor Paper collection, Flavor Paper pulled different dollar sign images from Warhol's work to create Money, a digitally printed design on a textured, metallic wallcovering. flavorpaper.com RS #245

[6] Smith & Fong Co.'s DecoPalm line of 3-D wall paneling is manufactured entirely of reclaimed palm lumber, offering rustic, yet modern lines. plyboo.com RS #246



[6]



Metals + Architectural Pro



INVITING
IMAGINATION

DIGITAL
MAGERY METALS




mozdesigns.com 510-632-0853 Search #21 at designretailonline.com/rs

LEED points for recycled content - Made in the USA



DECEMBER 2-4, 2015 | NEW YORK CITY

Headquarters at Metropolitan Pavilion, 125 W. 18th Street

There's nothing like it!



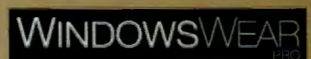
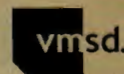
Register now for insightful conference sessions and your opportunity to connect with the industry's top visual suppliers in showroom settings during the 2015 A.R.E. Retail Design Collective. www.retaildesigncollective.com

PARTICIPATING SHOWROOMS AND SPONSORS*

- | | | | |
|-----------------------------|---------------------|--------------------|----------------------------------|
| American Silk | France Display | JPMA | Silvestri California |
| Architectural Systems, Inc. | Genesis Mannequins | Kendu | SpotFX |
| Bernstein Display | Global Visual Group | Material ConneXion | Universal Display & Design, Inc. |
| Big Apple Visual Group | Goldsmith | Medallion Retail | Visplay |
| DK Display | H + B | Mondo Mannequins | Visual Citi |

*as of Sept. 9, 2015

MEDIA SPONSORS:





[7]



[8]

[7] Galaxy Glass & Stone's MediaGlas line features monolithic and laminated architectural glass products with light-modifying elements that diffuse, disperse and reflect. galaxycustom.com RS #247

[8] Flash Back from Carnegie offers a vibrant solid fabric with an airy yet textural aesthetic. Applications include panels, walls, upholstery and wallcovering. carnegiefabrics.com RS #248

MARKETPLACE

SHOWCASE

Low cost, simple & beautiful in-store ad frames!

FlipUp™ front load frame
Any Size • Low Cost
 No Minimum • Free Shipping

BANNER STRETCHING FRAME
 Top or side loading through hidden open edge

Slide-in™ frames

Graphic Clips • Clip to top and bottom of your graphic for a quick, simple display. Silver or black, with end caps, any length.

Pole stands and A Frames made ANY size or height with ANY of our frames

1-800-915-2828
sales@fastchangeframes.com

fastchangeframes.com

Alpha Manufacturing
 3418 N. Knox Ave.
 Chicago, IL 60641

Prossly Made in the U.S.A.

Search #35 at designretailonline.com/rs

A BOLD FINISH
 Showcase Your True Colors

madixinc.com/finishes

madix

Search #36 at designretailonline.com/rs



D-Wall 4 U

Build Your Store in Hours, Not Days

Drywall, Finished Panels, Mirrors
 Design to Fast Easy Installation
 Dakota Manufactures Products That Work

Green Perimeter Wall Systems
 Recessed Standards, Custom Metal Work
 Fixtures, Post and Panel Fitting Rooms
 A Sustainable resource manufacturer,
 Our Products are **Green**
 We Stand Behind **Your** Products with **Ours**

DAKOTA WALLsystems
 (631) 249-5811
1-(877) 9-DAKOTA (932-5682)
www.dakotamfg.com

Search #37 at designretailonline.com/rs

CLASSIFIED

STORE FIXTURES

US Slatwall

#1 Slatwall Source in U.S.

Delivered Prices - 1 hr E-Z quote

YOUR AD HERE

design:retail

designretailonline.com

AD INDEX

	PAGE	RS#		PAGE	RS#
A.R.E.	67,69		Megawall	23	15
Amerlux	27	18	Modulararts	32	20
3+N Industries	1	2	Móz Designs	68	21
CNL mannequins	Cv2	1	Niven	25	17
Crossville Inc.	3	3	PAVE	39	
design:retail CitySCENE	33		POP Mannequins	5	4
design:retail Forum	31		POPAI	55	22
design:retail Honors	35		Reeve Store Equipment Co.	7	5
Earthwerks	13	8	Shaw Hard Surface Shaw Contract Group	21	14
Feelux Lighting	C4	29	SO Showcases	28	19
Fusion Specialties	C3	28	Tandus Centiva	17	11
Gerflor	9	6	Tiger Drylac	24	10
GlobalShop 2016	29		Times Square Lighting	59	23
Holiday Follage	16	25	Trion Industries Inc.	11	7
IDA	37		Uline	71	27
JPMA	15	9	Visual Citi	19	13
KML	65	26			
Materials Inc.	61	24			

READER SERVICE

Throughout this magazine and in the index above you will see companies, advertisements and products tagged with a "reader service" or "rs" number. If you would like to receive additional information about any company or product shown in this issue of design:retail, please visit designretailonline.com/rs and use that company's reader service number to identify it and request additional information. Your request is sent directly to the manufacturer. Publisher is not liable for errors or omissions.

ULINE

**CORRUGATE
IS THE NEW BLACK**

ORDER BY 6 PM FOR SAME DAY SHIPPING

COMPLETE CATALOG

Search #27 at designretailonline.com/rs

IT'S BACK! BUYERS' design:retail GUIDE

2 0 1 5

Featured in the November/December issue of *design:retail!*

RESERVE YOUR ADVERTISING SPACE TODAY!

Ad deadline: October 28th For rates and availability contact:

Orlando Llerandi, Publisher, design:retail
orlando.llerandi@emeraldexpo.com | (770) 291-5511

Logo enhancement deadline: October 16th

Contact: Diane Kennedy, Account Executive, design:retail
diane.kennedy@emeraldexpo.com | (770) 291-5519

The annual *design:retail*
Buyers' Guide is the
industry's most
comprehensive resource
for products & suppliers.



FOR THE DEBUT of its first-ever U.S. atelier, Les Copains set out to make a bold statement, unveiling an installation created by contemporary artist Zachary Cranford exclusively for the heritage women's brand.

Full of mannequins, paper, a round table, a teapot and a sewing machine covered in black-and-white paint and yarn, "Fabricator" gives customers a glimpse into the intricate, whirlwind design process behind the merchandise, as their eye is drawn from the "unorganized thoughts" in the corner of the store to the clean, sleek retail floor. The installation was on display at the front of the brand's Buckhead Atlanta store through mid-September.

Designed by Marco Bonelli from M2 Atelier, the store itself evokes an open Italian piazza with curved façades, while offering an intimate shopping experience with private niche spaces. Cream limestone floors, wicker-textured panels, white leather walls and matte bronze accents establish a modern yet informal feel.

The Atlanta store is the first in a succession of U.S. stores to be rolled out over the next three years, as Les Copains looks to share its modern take on Italian luxury across additional markets.

—Lauren Mitchell Volker



custom designed mannequins
to personify your brand

**CREATE A
POWERFUL** **BRANDING** **EXPERIENCE**

DESIGN
CAPACITY
INNOVATION
CREATIVE
GLOBAL
SERVICE

fusion 

www.fusionspecialties.com | 303.460.7700

Search #28 at designretailonline.com/rs

We turned tape light on its head.

FlexAray[®]
tape lights
are flexible,
strong and
beautiful.

Feelux is turning the tape light market upside down. Introducing the first light tape with the **flexibility** and **consistency** and **power** of a rigid LED fixture: The FlexAray[®] Tape Light Collection. Unlike anything else on the market, our breakthrough tape light products provide a high quality, permanent solution with the highest level of color consistency.

FEELUX

www.feelux.com

Search #29 at designretailonline.com/trs

