



The design concept for LittleMissMatched at Downtown Disney reflects the lifestyle of the brand's target audience of tween girls and those who are equally young at heart from ages 1 - 101

Celebrating the odd sock

LittleMissMatched, the lifestyle brand dedicated to inspiring creativity and individuality, has launched a new store concept at Downtown Disney in Anaheim, California. The 1,017 sft (95 sqm) store, designed by JGA, reflects the LittleMissMatched lifestyle of fashionable fun, creativity, individuality and innovation.

The lost sock is an eventuality that most of us deal with by learning to live with it. But three friends in the USA who kept losing their socks decided to deal with it by collectively becoming America's mix-and-match moguls. They created LittleMissMatched, a brand whose signature non-matching socks are sold in packs of one, three or seven to inspire creativity and encourage self-expression through mixing and matching. The company has since expanded its product offerings to whimsical fashion accessories and lifestyle products such as flip flops, winter wear, apparel, sleepwear, bedding, furniture and more. The design concept for LittleMissMatched at Downtown Disney reflects the lifestyle of the brand's target audience.

"Whether for the tween girl or consumers from 1-101 who remain young at heart, the store encourages shoppers to buck convention and rules to create their own sensibility of clothing, home furnishings and design to Think outside the socks.™," says Ken Nisch, Chairman, JGA. "The Anaheim location is the template for future stores, kiosks and in-store shops. Just like the brand with its focus on fashion and fun, the store reflects a 'conceal and reveal' perspective - a peek-a-boo look at patterns reflected in mirrors and finishes that reveal that everything is not evident at first glance."

The store reveals the brand's feel through a series of forms and shapes. These are iconic and functional, like the Mixing Bowl where friends can meet, the Sock Troughs where the latest styles are displayed with try-on forms ready for mixing and matching, and even the cash wrap that uniquely places the customer and the sales associate side-by-side.

Shoppers enter the store through colored patterned light projected on the entry floor. The exterior features flip panels that start the fun of mismatching as a pair of vertical 'welcome mats'. The window display is an inset platform base where socks, hats, gloves or other merchandise can be displayed on dimensional dowel and spinner racks, up-lit from a white terrazzo floor element.

The walk-in zone for seasonal products, such as back-to-school or outdoor/summer beach wear, emits the brand's signature style. Clothing bays are divided by wall fixtures to create merchandise alcoves. Fun features include a mailbox to submit suggestions and mail postcards; with adjacent fitting rooms defined by their unique overscaled graphics.

White display panels on the Sock Tower and curved feature wall have been extended to the full height of the ceiling. The column that



Oversized wall graphics throughout the space encourage celebration of the brand through mismatching



The Mixing Bowl column extends through a large circular cut-out in the wedge ceiling, adding to the sense of scale



The floor plan creates a pinball effect between the merchandising elements Mixing Bowl, Sock Trough, cash wrap, and fitting rooms



The store reveals the brand's feel through a series of forms and shapes

extends the merchandise toward the ceiling, tempting shoppers to explore the colourful mismatching options. The Mixing Bowl column extends through a large circular cut-out in the wedge ceiling, adding to the sense of scale. Below the Mixing Bowl are bunks to hold postcards and colouring station materials.

The floor plan creates a pinball effect between the merchandising elements (Mixing Bowl, Sock Trough, cash wrap, and fitting rooms). The cash wrap is a rectangular box offering service at each end, highlighted by round customer transaction surfaces.

Layered over the front windows and interior mirror surfaces are logos made of a Lumisty glass translucent decorative film that appear and disappear depending on the viewing angle. Iconic shapes, hearts, stars and circles are cut into the floor to emulate the typical patterns of the merchandise. Oversized wall graphics throughout the space encourage celebration of the brand through mismatching.



Shoppers enter the store through colored patterned light projected on the entry floor



Iconic shapes, hearts, stars and circles are cut into the floor to emulate the typical patterns of the merchandise

Fun features include a mailbox to submit suggestions and mail postcards; with adjacent fitting rooms defined by their unique overscaled graphics



The window display is an inset platform base where socks, hats, gloves or other merchandise can be displayed on dimensional dowel and spinner racks, up-lit from a white terrazzo floor element

Design

JGA

JGA Design Team

Ken Nisch - Chairman

Mike McCahill - Project Manager

Client Team

Jonah Staw - CEO and Co-Founder

Ann Acierno - President

Brigid Foster - CFO

Rodney Hutton - Director of Stores

Brand Consultant

Adrienne Weiss Corporation

Lighting Supplier

Lighting Management Inc

Floors

Azrock

Graphics / Signage / Fixtures

Where It's At

Paint

Benjamin Moore

Sherwin Williams

Glass Film

Madico

Photography

Laszlo Regos Photography