

R E T A I L F O C U S

NEWS & VIEWS FROM JGA



LIFESTYLING

Lifestyling v. creating an experiential environment reflective of the habits, attitudes, tastes, moral standards and economic levels expressing the modes of living for groups or individuals.

The democratization of style continues to defy stereotypes as a world of subcultures lives within the consumer population. Jetsetter. Bohemian. Yuppie. Empty Nester. Adventurer. Punk. Each classification personifies a distinctive constituency.

Life without style is merely about the consumption of oxygen. Style without life is decoration. From a surprising juxtaposition of high tech and high touch to a twist of detail, bringing a store to life with your own sense of style is the formula for success.



Objective: Create a vibrant environment reflecting the Springfield philosophy: "Life is a journey; an ever-changing set of experiences, shifting attitudes and evolving points-of-view affecting me" (young, urban and fun).

YOUTHSTYLE

"Style is the perfection of a point of view."

Richard Eberhart



Result: The retail environment brings the Springfield attitude to life, fusing an international spirit with European heritage, while contrasting the organized and rational with vintage and rummage.



"We had a vision for our new concept and JGA brought it to life beyond our expectations."

Juan Carlos Escribano Garcia
Chief Commercial Officer,
Springfield (Grupo Cortefiel)



SPRINGFIELD

Strategy/Design: JGA
Industry Recognition: Chain Store Age

SOFT SURROUNDINGS

Design: JGA
Industry Recognition: Chain Store Age, STORES, VM+SD



Objective: Bring the brand to life in an oasis of calm and serenity that showcases how this consumer finds "my time, my place, my self."

Result: The environment provides a refuge reflecting her lifestyle, filled with architecture and displays that inspire and offer the intimacy and artisanal detail she seeks from both product and place.

KIRKLAND'S HOME

Design/Graphics/Packaging: JGA
Industry Recognition: Chain Store Age, Creativity Annual Awards, DDI, 1,000 Retail Graphics



Objective: To create an inspiring lifestyle presentation that brings the merchandise together with a "decorating idea focus" and makes the store easier to shop.

Result: Certain categories of merchandise are offered in highly organized and rational ways, while other areas invite the customer to browse vignettes focusing on color, design style or a room in the home.



"Soft Surroundings' retail format incorporates the same sense of relaxation, well-being and comfort evident in their catalog's creative approach. The company hired top-shelf retail design firm, JGA, which designed the space as an inviting respite from the confusion and hectic pace of modern life."
– Chain Store Age



HOMESTYLE

"Create your own visual style ... let it be unique for yourself and yet identifiable for others."

Orson Welles



"The retailer has created a niche through its encouragement of self-expression and creativity, giving customers a sense of discovery throughout its retail environment."

Ken Nisch
Chairman, JGA



TIMBERLAND
 Design: JGA
 Industry Recognition: Exhibitor Magazine, Event Marketer,
 Specialty News



HARRIS BANK
 Design/Graphics: JGA
 Industry Recognition: 1,000 Retail Graphics



Objective: Create a high impact merchandising focused environment based on a refined brand definition that is engaging and generates an emotional connection with the consumer.

Result: High impact merchandising elements become key image and experiential messengers, communicating core services and brand commitments.

"Our goal is to use the merchandising system to make an emotional connection with our customers and encourage them to learn more about all the services Harris offers."

Jill Brown
 VP Marketing & Strategy, Harris Bank

BIZSTYLE

"Style is a simple way of saying complicated things."

Jean Cocteau



Objective: To create a tradeshow booth building on Timberland's commitment to environmental accountability leveraging its "nutrition label" concept, incorporating repurposed, recycled and renewable sources, minimizing negative environmental impact.

Result: The exhibit conveys its eco-friendly message through repurposed industrial objects and materials. Among the most significant innovations, shipping containers were repurposed for shipping and storage, ultimately converting into the physical showroom spaces.

"No detail of the Timberland booth was over-looked. It was an excellent example of how a booth utilizing reused, renewable and recycled materials could be attractive and highly efficient...the best booth at the show."

– Best of Booth Awards
 SNEWS® (Specialty News, division of Gear Trends Network)

"JGA provided the retail science to the brand essence of Del Webb, creating a memorable and compelling on-site sales experience that trumps the competition."

Deborah Blake
 Area VP Marketing, Pulte Homes

Objective: To design a flexible, customizable and reusable sales pavilion that immerses prospective residents in the Del Webb brand, helping them envision their new life, home and community.

Result: Each sales pavilion provides a flexible platform that identifies with its specific buyer segment and presents the experience from the point of view of becoming a member of the community.

DEL WEBB BY PULTE
 Design: JGA
 Industry Recognition: Creativity Annual Awards,
 1,000 Retail Graphics



CELEBRATIONSTYLE

"Have something to say and say it as clearly as you can. That is the only secret to style."

Matthew Arnold



Objective: To provide a platform showcasing the company's brands through an eclectic and integrated lifestyle mix, creating a place that inspires and facilitates the special "moments" for gift-givers, home enthusiasts and entertainers.

Result: The environment creates a lifestyle setting personifying each customer's unique expression of Hoopla, while providing the full-flavor range of choices from social stationery and holiday villages to home accessories and entertaining basics.



"We wanted to develop a store that is exciting, has a sense of personal expression and flair, offering many ways to celebrate life's special moments."

Joel Anderson
President-Consumer Direct,
Lenox Group



ALL THE HOOPLA

Design/Branding/Graphics/Architecture: JGA
Industry Recognition: Chain Store Age, NASFM, STORES, Creative Intelligence (UK), VM & RD (India)



Objective: To celebrate the brand's commitment to exploration through the creation of a new design standard in outdoor retailing featuring innovative fixturing, architectural environment and provocative communication.



SPORTSTYLE

"Within our dreams and aspirations we find our opportunities."

Sugar Ray Leonard



Result: A distinctive environment optimizes the technical and contemporary characteristics of the architecture and boldly utilizes The North Face brand vocabulary.

"We work with JGA to immerse customers in our athlete's world, and our stores are a glowing example of that practice."

Lindsay Rice
Vice President of Retail,
The North Face



THE NORTH FACE

Design/Architecture: JGA
Industry Recognition: Chain Store Age, 1,000 Retail Graphics

A B O U T J G A

JGA is a leading design, brand strategy and architecture firm specializing in transactional environments. We are committed to providing clients with the most innovative and consumer-responsive design required to compete in today's fast-paced marketplace. A visionary integration of space planning, brand identity, imaging, graphics and merchandising succeeds in heightening the shopping experience, helping clients bring tomorrow's trends into today's business opportunities.

We offer a diverse range of design and imaging services including:

- Brand Strategy
- Conceptual Retail Design
- Graphic Design
- Architectural Development
- Project Implementation



JGASTYLE: The new JGA corporate office becomes a creative "clean slate," both functional and aesthetically pleasing, relating to our clients' diverse personalities.



29110 Inkster Road, Suite 200 Southfield, MI 48034 USA
phone 248.355.0890
web www.jga.com email info@jga.com

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