



Destination XL
Illinois



Built for the big boys, Casual Male Retail Group recently opened its new superstore format 'Destination XL' at Illinois that speaks the language of ease and comfort

INTERNATIONAL DESIGN

For the big boys

Casual Male Retail Group recently opened its new superstore format 'Destination XL' at Illinois that speaks the language of ease and comfort, and yet takes on very elegant and bold look. Designed by JGA, Destination XL offers a whole lifestyle range dedicated to the big and tall men, where the diversity of each zone harmoniously blends together to give a great shopping experience to its patrons.

Casual Male Retail Group Inc. is the largest specialty retailer of big and tall men's apparel, with nearly 500 store locations throughout the U.S., Canada and in London, England. The brand is targeted at big and tall men who seek choices in value and luxury apparel, convenience and a unique shopping experience for dress, casual and active styles. The new Destination XL superstore format is a unique concept offering a wide range of clothing, shoes and products under CMRG's four existing apparel businesses.

According to JGA, the objective was to bring the Casual Male Retail Group's brands to life in an all-inclusive superstore concept, reinforcing the Destination XL lifestyle position as the brand leader in XL men's fashions and accessories. "The new store had to offer a collection of the good, better and best products merchandised by lifestyle with a focus on servicing the "end of the rack" department store shopper," explains Ken Nisch, Chairman, JGA.

Spread over 12,000 sq ft, the store features private brands within the format, as well as exclusive representation of designer brands such as Polo Ralph Lauren, Calvin Klein, Tommy Bahama, Cole Haan and others. As

a full lifestyle format of casual, weekend, athletic, dress and casual clothing, shoes and furnishings, Destination XL provides a full lifestyle portfolio of brand, life stage, lifestyle fashion and basic apparel choices. According to the design team at JGA, the breadth of assortment, consumer segmentation and price points provide a full flavored opportunity to create a portfolio of experiences that help the customer understand this diversity, as well as this clear segmentation of product and use.

The store welcomes its shoppers with a dramatic exterior, where the overscaled atrium window creates highway scale visibility to the passerby. Putting the "Destination" in Destination XL, this high visibility location draws in the guest whose visit may originate from beyond the store's immediate trading area. The bold use of the brand's iconic colors, forms, and iconography from the DXL mark, the dark bronze portal entry, the graphic nature of the awnings are eye-catching on a drive-by basis, yet intimate and welcoming at a pedestrian level. The dramatic bronze archway element, contrasting with the lighter, more technical storefront frame, transitions the guest from the parking lot to the store through this element that is tailored, simple, and bold.



Upon entering the space, quality cues, visual runways, bold presentation of key items and a pivotal hub establish the visual and merchandising hierarchy



A neutral color palette is accented by graphic wall coverings above the merchandise line in select departments



Throughout the space porcelain tile is used to create a consistent upscale look



A runway feature, with its diamond metal top and raw welded steel frame, is accented with an array of vintage bulb and cast glass decorative lighting

Upon entering the space, quality cues, visual runways, bold presentation of key items and a pivotal hub establish the visual and merchandising hierarchy that is at one hand distinctive for each department in terms of finishes, tone and feel, and yet consistent among the areas to provide continuity, consistency and a familiarity for the guest.

"Within the space, departmental zoning ultimately highlights the store's complete, diverse, and tailored-to-lifestyle approach," says Ken Nisch. Runways and large elevated platforms highlight the key store zones of Active, Studio, Club and Casual Dress. While similar in format, each zone features the use of mannequins, props, and feature lighting elements. The more casual nature and character of the mannequins' poses within the Studio area versus the more reserved and formal poses in the Club area is yet another layer of visual cues. Attention to detail of customer comfort in service areas such as the cash wrap and fitting rooms add an extra final touch. Offering texture and light, a Polygal accent feature is behind the cash wrap.

A neutral color palette is accented by graphic wall coverings above the merchandise line in select departments. Throughout the space porcelain tile is used to create a consistent upscale look, and area rugs layer on to designate distinct zones while providing flexibility. However, within the store's key zones the materials and finishes are unique.



A vintage pool table is ready for play or may be used as merchandise display

At the Active zone, the runway has a multisport technical finish and a series of actively engaged forms and mannequins. The zone's focal wall creates a skybox view through its stadium architecture and backlit illuminated graphics. In Studio, a denim bar is featured, constructed of end block rustic timber on a raw steel base. A runway feature, with its diamond metal top and raw welded steel frame, is accented with an array of vintage bulb and cast glass decorative lighting. Stock shelving wall fixtures frame a graphic t-shirt focal element, with ceiling suspended timbers providing a secondary ceiling surface in keeping with the area's loft-like setting. Adding to this, a vintage pool table is ready for play or may be used as merchandise display.

In the Casual Dress area, a striped accent carpet and leather-topped runway table in the area's nickel and walnut fixturing provide the appropriate quality cues for this better sportswear area. Adjacent to the area is the store's shoe department, with its feature underlit highlight table and puck system displays; making it an ideal product bridge between the store's more casual or sophisticated dress areas.

The Club area highlights the tailored clothing assortment within the store. Its runway, with an exotic wood-top surface, nickel and wenge fixtures, and back illuminated perimeter outrigger system, is differentiated with the store's most formal and cabinet-like character.

The Essentials zone at the store's hub provides major impact walls for merchandising key

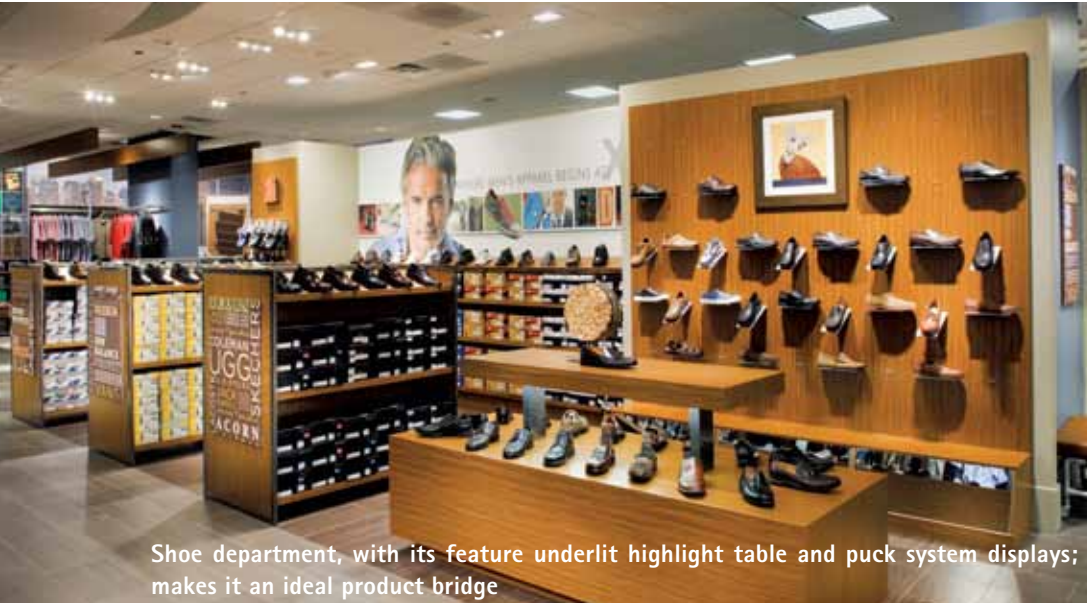


In Studio, a denim bar is featured, constructed of end block rustic timber on a raw steel base



Stock shelving wall fixtures frame a graphic t-shirt focal element

The Essentials zone at the store's hub provides major impact walls for merchandising key items on its perimeter.



Shoe department, with its feature underlit highlight table and puck system displays; makes it an ideal product bridge



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items on its perimeter, and a warm and high quality environment for the curved wall fitting rooms. Each fitting room is highlighted by a perimeter mega graphic with a few of men's favorite things such as sports, games, and guitars as subject matter. "Quality cues such as custom millwork, environmentally friendly flooring material, and upgraded lighting are an unexpected and welcome amenity in an unexpected place," Ken Nisch says.

According to David Levin, President & CEO, Casual Male Retail Group, "Much thought was given to both the layout as well as the traffic flow to ensure that customers would not only be exposed to the large assortment but also be inspired by the latest apparel styles through outfits displayed prominently in each department. To date with our first four stores open, we have received positive feedback from our customers both through surveys as well as sales."●

Client Team

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TES Engineering

Lighting Designers & Supplier

Lighting Management Inc.

Floors

Caesar Tile
Olympia Tile
Bolyu
Fortune Contract
Junkers Wood Flooring
Bolon
Capri Cork

Fixtures

Leiden Cabinet Company
Aurora Shelving

Ceiling

USG

Graphics/Signage

Décor Group International

Furniture

Keilhauer

Paint

Benjamin Moore Paint

Wood

Plyboo

Architectural Elements

Polygal

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