

Surrounded by 'My' Space

Dedicated to women who seek artistic self-expression; eclectic in her taste and style, the Soft Surroundings store in Arizona is a space that reminds women that self-care is not selfish. Designed by JGA, the store is created to showcase how their consumer finds refuge in the special places in her home.



Engulfed by the noise, stress and humdrum routine of the urban jungle, most of us yearn for an oasis to restore calm and peace in our lives. Bringing to life the sensibility of “my time. my place. my self,” the Soft Surroundings store in Scottsdale, AZ lives up to the brand’s philosophy that tells its customer to put themselves first, so that they can take better care of friends and family.

Soft Surrounding, a leading multi-channel retailer, began its first catalog mailing business in 1999, and has become one of the fastest growing catalogs in the US. The brand is present though its physical outlets & online store as well.

Catering to women of all ages, especially those who need to be reminded to put themselves on top of their list of priorities, Soft Surroundings offers an eclectic range of merchandise including women’s apparel, jewellery and accessories, shoes, bedding & home, beauty and fragrance.

Speaking about the role of brick-and-mortar stores, Danny Boddy, Senior VP Retail for Soft Surroundings said, “Retail stores are the last piece of the puzzle for Soft Surroundings. As we move forward into the “omni” future, we wanted to ensure that we gave our customers the ability to shop any channel with one cohesive experience. The opening of the retail stores gives us the ability to fulfil the need

of the customer to touch, feel, try on, and experience the brand in the way she prefers. We are excited to offer this to her and we are working quickly to strategically place locations where we know our customer base already exists.”

Designed by JGA, the 4,000 sq ft store is created to showcase how their consumer finds refuge in the special places in her home. Targeting women who love to surround themselves with their favourite things, the store environment offers her a place that is of the mind, filled with architecture and lifestyle displays that inspire.

The Soft Surroundings iconic elements include the exterior entry passage. The use



"This is exactly the kind of store that the customer who shops the brand online or by catalog will go to as part of the 360-degree retail experience. From scents to the ability to offer makeovers, to the well-appointed fitting rooms, Soft Surroundings' physical store exemplifies what merchants will ultimately have to do to attract customers who see this 'circular aspect' of commerce," says

Ken Nisch, Chairman- JGA



"Customers are overwhelmed at the level of detail we have gone to, ensuring she gets the total experience from us. From the beautifully laser cut entry doors to the French inspired wall covering in our restroom facilities, she is submersed in the world of Soft Surroundings. We hear all of the time that she feels like she is walking into the catalog, and that is exactly what we were going for," shares

Danny Boddy, Senior VP Retail for Soft Surroundings



of weathered, reclaimed woods, stone and tile, and handmade decorative copper light fixtures are extended at the Kierland property through the creation of a two-story storefront featuring Juliet iron balconies, backlit French doors, and detailed architectural mouldings and trims. Generous amount of natural lighting adds a sense of inside-and-outside character. Accented with custom designed awnings and a framing of wrought iron trellage, the storefront adds crafted detail to the entry, also adding a welcoming note with its open doors and seasonal plantings.

Crafted to pamper its customers, the store interiors includes a generous amount of seating, comfortable fitting rooms, uniquely designed and appealing powder rooms, and zones or spaces that she can claim within the overall store environment.

Architectural components such as the arcade, pergola, large draped area, bath alcove and beauty boutique offers the intimacy and variety that shoppers seeks from both product and place.

Custom decorated fitting rooms are highlighted with crafted chandeliers, over-scaled mirrors, wall covering and unique seating, making her comfortable to try on product and to also socially engage with friends and sales associates.

Dramatic presentations of bedding and pillows contrast the very detailed one-off displays of jewelry and accessories, making the store efficient to shop while delivering a sense of discovery within the same retail context.

The reclaimed character of the wood flooring and rubbed plaster sections alternating with soft robin's egg blue and aquamarine walls serve as a backdrop to ensure that the customers views products in a homely setting.●

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