



College Stores: Princeton's Makeover



With its main street location, the Princeton University Store provides a warm first impression as a "welcome home" stop for students and visitors. The store meets shopper's needs with its assortment of emblematic products, branded leisure wear, athletic apparel, and products specific to students' majors. [Read how Princeton University Makes Orange Go Round.](#)



Flexible and Easy Retail Platform



The [Le James McGill Bookstore](#) created a destination for things academic. It focuses on serving student and educational community needs, while supporting alumni and tourist interests related to this iconic university. Le James has positioned itself to address the needs of the contemporary student through a reorganization of the main floor, the development of a major monumental

stair/gathering transition point, and the configuration of the store's lower level into a highly flexible selling space.

In the News

[Virginia Tile Opens New Store](#)
[Michigan Retailer](#)

The whole purpose of education is to turn mirrors into windows.
--Sydney J. Harris

Retail Focus: Guest Column



College “stores” represent a somewhat under-the-radar \$10 billion retail segment whose business is shifting quickly--How quickly college stores can adapt to today's dynamic market forces will determine their future. For decades, the primary role of the college store was to procure and distribute the necessary course materials to students. Traditionally, these sales made up 70 percent to 85 percent of the business. These numbers are changing dramatically.

[See how Jon Bibo explains this bumpy transformation.](#)

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