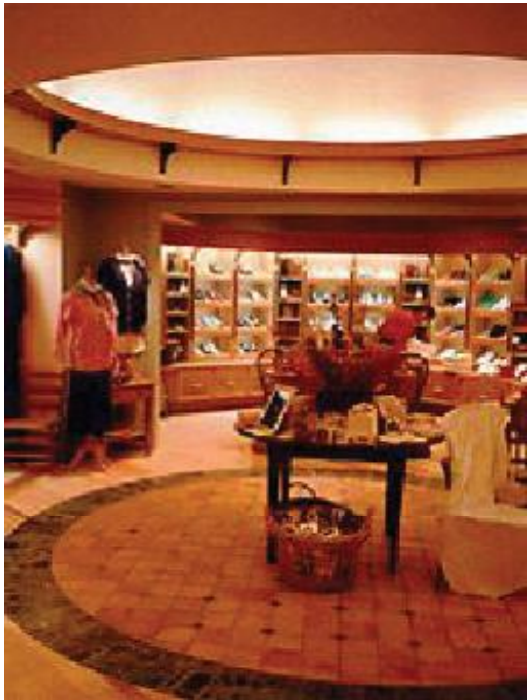


Carroll Reed Stores, Nationwide



The owner of a successful women's apparel mail order enterprise planned to make its products available to target customers through a chain of high-end retail stores. Prototype stores would be opened in West Palm Beach, Florida and Washington, D.C. high-end malls. Both prototype stores would be test sites to launch the retail chain nationwide. The only element the client presented to start the program was the Carroll Reed logo.

Lease spaces would vary in size and configuration from mall to mall. Carroll Reed stores would have to comply with stringent sign requirements, square footage variances, and other controls imposed by different lessees. The prototypes needed to present an image that would ultimately be recognizable nationally while complying with these controls. The storefront and all interior elements would also have to install rapidly, presenting a particular challenge because the store interiors, being high-end, would optimally be perceived as custom-built.

To create a friendly, familiar environment for women that was flexible enough to fit into a wide range of retail space sizes and shapes, we designed each store as a collection of smaller boutiques; the theme of each being a room in a home. For example, lingerie was merchandised in a space that was outfitted as a boudoir. Girls' clothing was merchandised in a space outfitted as a child's room. These "rooms" created a narrative for the presentation of products, and gave us the opportunity to create flexible high-end environments that customers would relate to and in which they would feel comfortable.

