



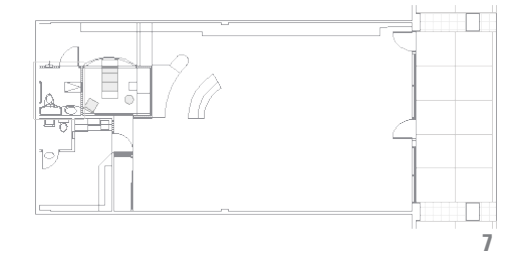
Health care services
make their way into the
retail environment

MOMMY ZONE
Tarzana, California

Healthcare services make their way into the retail environment within an established shopping mall. An 1,800 sq. ft. storefront tenant improvement for a lactation consulting business created a cheerful, uncluttered space with related educational and retail areas. It is a wide-open, adaptable retail store with architect-designed furniture and mobile merchandising units drawing one in from the entry. An exposed ceiling structure allows complete adjustability of lighting for both retailing and special events. An arc-shaped cashier station on the periphery of a circular reception area with seating establishes a focal gathering space to maintain separation and privacy for the educational and consulting rooms beyond the retail area.



1-A bright, open retail area greets the customer. 2-An architect-designed display system provides flexible, mobile units to configure the pathway to the service counter at the rear. 3,4-A gathering and seating space focuses on the service counter and controls access to the instruction and seminar rooms beyond. 5,6-Demonstrations and consultations are afforded in the rooms beyond the retail space. Two views of the space directly behind the service counter. 7-The floor plan shows disposition of the various functions of healthcare and retail support.



Reshaping side-by-side
stores into one
new fashion boutique

AGNÉS B
Los Angeles, California

The concept for this 7,000 square foot boutique was built on an identification with Agnès Troublé's success in her original agnès b Paris store and elsewhere, with a simple understated interior that encourages the quality of the merchandise to sing. Four long narrow stores were combined by piercing the dividing walls with openings aligned to visually unite the space while retaining the departmentalization which the three clothing lines — for women, men and children — require. A natural oak floor, minimal glass frames and simple black or natural wood fixtures give the store its distinctive character as a background for agnès b's lastingly stylish clothing of leather, cotton and other natural fabrics. The company's presence in Los Angeles was maintained at this store for some 20 years, until New York City became its only American venue.

1-The trim brick exterior of a previous four-store building lent itself to a new interior configuration served by a single corner entry. 2-From just inside the main entry, the view extends through all departments of the store. 3-Wall openings link women's, men's and children's clothing areas while distinguishing each department's specific offerings.





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1—Exterior of the Veni Vici store from the street suggests entering a jewel box. 2—Every element of design and lighting references the geological origin of the artifacts displayed for sale. 3—The intimate and precious vitrines for perusing the exquisite merchandise are crafted of fine earth materials, including wood and marble. 4—The access door from the interior courtyard of the Rodeo Collection, a gallery of prime shops on Beverly Hills' prime shopping street.



VENI VICI

Displaying precious stones and metals in a fine, distinguished setting

VENI VICI
Beverly Hills

Veni Vici's original location in the Rodeo Collection represents the integration of product and theme concept. Interior design elements reflect the nature of polished precious metals and rare cut stones, juxtaposed with quarried marble slab tabletops and veined carpet patterns. Special consideration was given to ceiling and wall surfaces, lighting and security systems. All elements were integrated into a setting of quiet comfort to allow the exquisite merchandise to be seen at its best, and to encourage unhurried selection by a discriminating clientele.



LE SPORTSAC



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Nationwide in concept and innovation, local in appeal to travelers

LE SPORTSAC STORES
Nationwide chain

The first of 17 franchises across the country, the prototype Westwood, California store introduced to retail environments the use of kinetic

merchandising displays and the wire grid. The custom wire fixtures double as product storage/displays and as sales vending units. The conveyor systems, while displaying the product in a jaunty and unforgettable way in a moving loop around the interior, introduced the product identity and library-like number/pictorial tagging system providing a ready reference to merchandise throughout. Also introduced was in-store visual media marketing. The stores throughout the US, although all share the "LeSportsac Store" concept elements, reflect regional differences in special ways. The store concept was recognized in national publications and received a number of awards for design and merchandising innovation.



1—Exterior of the first LeSportsac store in Westwood, California. 2—Various display innovations in the Westwood store. 3—Interior of the Maiden Lane store in Greenwich Village, New York, showing at the top of the photo, the kinetic conveyor display, that was a common—and much remarked—feature of all of the stores. 4—Interior corner of the Maiden Lane store.