

DESIGNING THE STORES YOU LOVE TO SHOP™

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RETAIL FOCUS

NEWS & VIEWS FROM JGA, INC.



LUXURY GOES CASUAL

Conspicuous consumption is out. Sophisticated style is in. Luxury goods, upscale brands and top-line service remain crucial components for today's custom-made lives.

Consumers proclaim pretension as passé. Paradoxically our schizophrenic shoppers desire indulgence. Jog around town in a Jag. Get a makeover for the person you're becoming. Trek up the north face of the mountain. Retail becomes the communication tool for the new experience, where sophistication and style reign over status and splendor creating the casualization of luxury.



Objective: To enhance the accessibility of luxury through innovative lifestyle displays, sophisticated materials and unique merchandising techniques.



Luxury Oasis

"Give me the luxuries of life and I will willingly do without the necessities."

Frank Lloyd Wright



Result: Harmonizing the practical and the visual, the store is approachable, warm and contemporary; its lines exhibit a balance between luxury and accessibility.

"JGA understood the nuances of our business and incorporated that understanding into a first-rate, innovative design. We are very happy, and more importantly, so are our customers."

Darrell S. Ross
President, Ross-Simons



Ross-Simons

Design/Architecture: JGA, Inc.
Lighting Consultant: Illuminating Concepts
Photography: Laszlo Regos



Uncommon Luxury

"We can do without any article of luxury we have never had; but once obtained, it is not in human nature to surrender it voluntarily."

Thomas Chandler Haliburton



Objective: To create a purchase experience reflecting the prestige of the brand in a casually sophisticated setting.

Result: Elements within the environment create an eclectically contemporary space, where interactive features make the selection process as exciting as the brand itself.



"This is a breakthrough project - a blending of art and lighting in architecture that becomes retail."

Vilma Barr

Contributing Editor, DDI Magazine



Jaguar

Design: JGA, Inc.

Lighting Consultant: Illuminating Concepts

Photography: Laszlo Regos



Objective: To create a point of contact appealing to a customer segment not currently drawn to the Avon distribution method, who is favorably inclined to try the brand.



Affordable Luxury

"There is nothing that makes its way more directly to the soul than beauty."

Joseph Addison



Result: This new lifestyle-driven retail channel of distribution allows the customer to be drawn to the product in an environment that celebrates the woman she is becoming.

"The beComing shops are built around an 'assisted open selling' concept where customers can browse or seek help from 'beauty lifestyle' consultants trained by Avon."

Advertising Age



beComing - Avon Center

National Launch Partner: J.C. Penney
 Design: JGA, Inc.
 Design Collaborator & Construction: Ledan, Inc.
 Lighting Consultant: Illuminating Concepts



Adventurous Luxury

"Adventure is an attitude we must apply to the day-to-day obstacles of life, facing new challenges, discovering our own unique potential."

John Amatt



Objective: To celebrate the premium adventure brand's commitment to exploration through the creation of a new design standard in outdoor retailing.

Result: Artifacts and architectural details become key focal elements for establishing the unique brand positioning that inspires shoppers to "remember the journey as well as the destination."



"You have this great yin and yang going on. The intention was to celebrate the technical aspects of exploration, as well as the athletes and the places they go and the people they touch. That paradox is a great habitat for The North Face product."

Women's Wear Daily



The North Face

Design: JGA, Inc.

Lighting Consultant: Lighting Management, Inc.

Photography: Laszlo Regos



Everyday Luxury
 "Life is playfulness. We need to play so that we can rediscover the magic around us."
 Flora Colao



Objective: To invent a differentiated approach to the creative process of making custom-plush animals in an environment that inspires gift giving and brand connectivity.

Result: The bear-making process steps are cleverly depicted as areas within a mythical department store becoming a colorful and experiential easy-to-shop environment.



"Our mission was to develop a store that cut across all age lines, a store that was not only kid-friendly, but teen- and adult-friendly as well. So far, Paw senclaws has exceeded expectations. We see a wonderful opportunity to expand the concept nationwide."

Steve Mandell
 President, Paw senclaws & Co.



LUXURY GOES CASUAL

Start with the consumer's enhanced sense of visual sophistication in everyday living, add a dash of prestige, and *masstige* becomes the watchword of today's indulgent society. Shifting attitudes dictate the form and format of how we deliver luxury to consumers. Considerably different from the past, shoppers no longer look for and sometimes even bypass experiences or places they consider pretentious and formal. While still acknowledging status, many prefer to experience places that concentrate on style rather than those where the gilt is too bright or the chandeliers say, "don't touch."

As lifestyle realities set in with consumers, yesterday's lifestyle of conspicuous consumption seems to be increasingly viewed as insensitive, if not in blatant bad taste. The result, if not less consumptive, is less conspicuous in a move toward casualization within the luxury category.

It is also clear that people's sense of what defines luxury is changing. At one point luxury might have only related to expensive things that were occasionally touched, but often just viewed. Today's consumers seek the added sense of luxury and indulgence in everyday categories and with mass brands. Luxury may be about a four-dollar cup of coffee, a whimsically dressed plush bear or a beautiful new shade of lipstick.

At the heart of it all is the recognition that the consuming public includes a much broader, ethnically and demographically eclectic foundation than those in the past. Yet they often share a common definition of what constitutes the good life, the best way to furnish, embellish or enhance that life, and the desire to do it in a way that is less structured, more casual and far more stimulating than ever before.


Kenneth Nisch - Chairman



Several JGA projects have been recognized recently for excellence in environmental and graphic design:

American Museum of Natural History Store - *Environment*
Dickson CyberExpress - *Environment, Fixtures*
Fossil at Universal CityWalk - *Environment*
Fred Lavery Company - *Environment*
Nature's Northwest - *Environment, Fixtures*
Pawsenclaws & Co. - *Graphics*
Perfumania - *Environment*
Ripley's Cargo Hold Gift Shop - *Environment*
Rose Center for Earth and Space Store - *Environment*
Rue 21 - *Graphics*
Samsung Plaza - *Environment*
Torrid - *Environment, Fixtures, Graphics*
Zehnder's of Frankenmuth - *Environment, Graphics*

ABOUT JGA

JGA is a leading retail design, brand strategy and architecture firm committed to providing clients with the most innovative and consumer-responsive design required to compete in today's fast-paced marketplace. A visionary balance of space planning, brand identity, imaging, graphics and merchandising succeeds in heightening the shopping experience, helping clients convert tomorrow's trends into today's business opportunities.

We offer a diverse range of design and imaging services including:

- Brand Strategy
- Conceptual Retail Design
- Graphic Design
- Architectural Development
- Project Implementation



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