



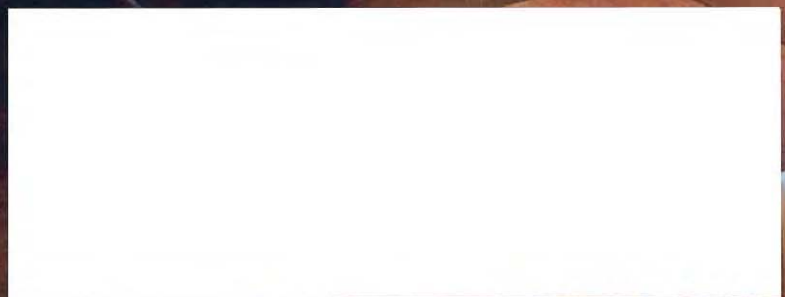
**vmsd.** Experience Retail Now

SEPTEMBER 2008  
vmsd.com

## **NEW, SLEEK AND MODERN**

The best of VMSSD's Retail Renovation Competition

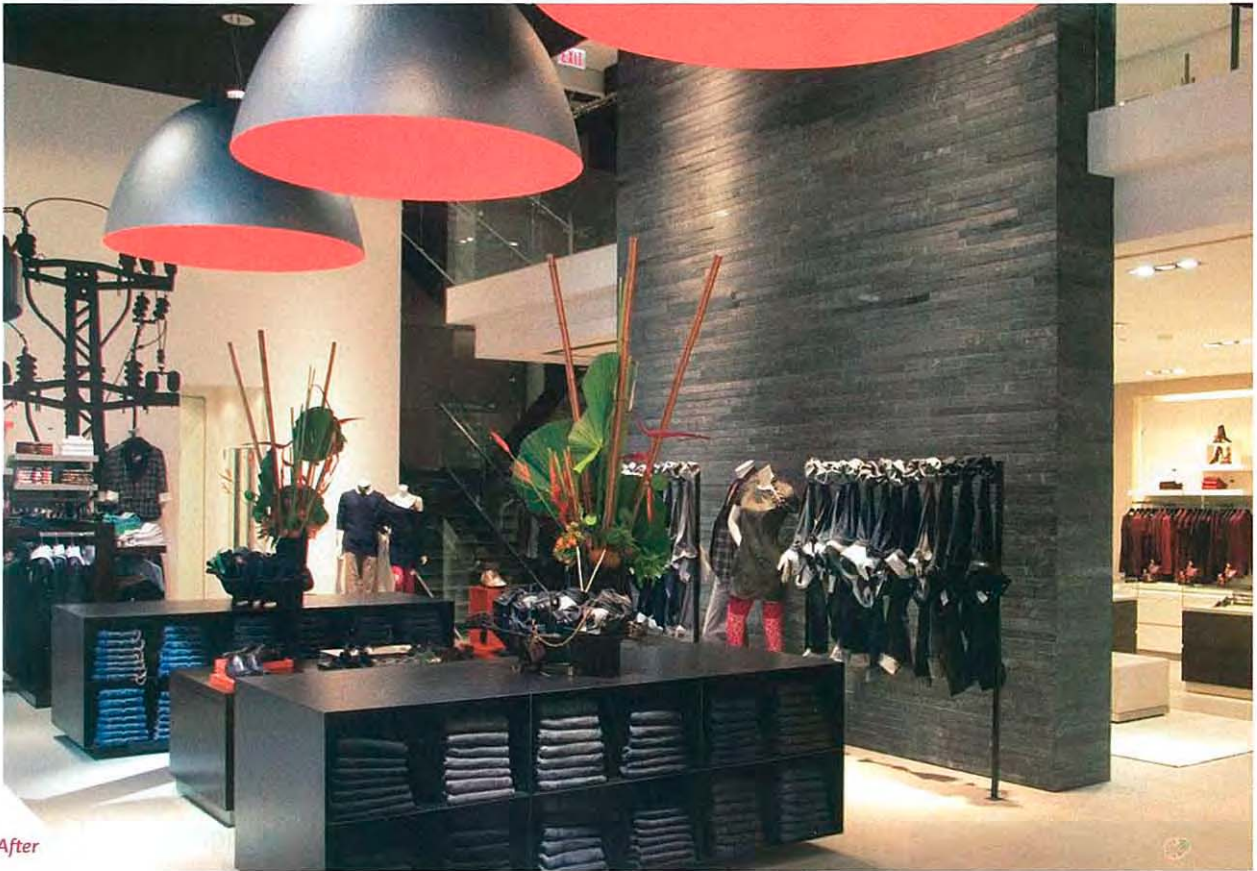
- + The 2008 Retailer of the Year: Costco
- + Touring the fall windows of Paris and Milan
- + Shopko's got a brand new bag





*Before*

*During*



*After*

**HUGO BOSS**  
CHICAGO  
First Place, Specialty Store,  
Sales Area over 10,000 sq. ft.

**Before** The German specialty apparel and sportswear brand originally occupied just 4200 square feet on the first floor of Chicago's North Bridge Center. But with the growth of its various brands the store needed more space. "There was no availability on the first floor," says Lisa Chamberlin, director of visual merchandising for Hugo Boss. "So we had to go vertical."

**During** The retailer extended its footprint to more than 9000 square feet, incorporating a second floor with a suspended mezzanine that transitions between the two floors and offers additional selling space. Designers integrated chandeliers, rock walls, oversized globed lighting fixtures, steel and glass for the dramatic, multi-level shopping experience they were seeking.

**After** Rich walnut backdrops, stainless steel, lacquered shelving and a merchandising concept based on a flexible wall plug system lend a classic and contemporary feel to the store. "It's a very sophisticated space with an interesting mix of design and visual merchandising," said Jim Wagner, senior designer at Macy's (Cincinnati) and one of the competition judges.

COURTESY OF HUGO BOSS, NEW YORK