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Destination XL

Schaumburg, IL

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The “big guys” have all the luck! Not only can they see over the heads of crowds, but now they have a 12,000 sq. ft. store all to themselves. As designed by the JGA design team of Southfield, MI, the new Destination XL (DXL) in Schaumburg, IL caters to big and tall men who “seek choices in value and luxury apparel, convenience, and a more unique shopping experience for dress, casual and active attire.” This is an all-inclusive, superstore concept and it reinforces the DXL brand as a leader in XL (extra large) men’s fashions and accessories.

The store houses a wide range of clothing, shoes and accessories in “good, better and best” products—presented with a lifestyle focus. Not only are there private brands available, but the shopper can also select from designer brands such as Polo Ralph Lauren, Calvin Klein, Tommy Bahama, Kenneth Cole and Haan shoes. As explained by the JGA designers, “DXL provides a full lifestyle portfolio of brand, life stage, lifestyle fashion, and basic apparel choices. This breadth of assortment, consumer







segmentation, and price points provide a full flavored opportunity to create a portfolio of experiences that help the customer understand this diversity, as well as this clear segmentation of product and use.”

The overscaled—but proportionately BIG atrium window on the exterior offers a drawing point to shoppers in the heavily trafficked area. “The bold use of the brand’s iconic colors, forms and iconography form the DXL mark, and the dark bronze portal entry, the graphic nature of the awnings are eye-catching on a drive-by basis, yet intimate and welcoming at a pedestrian level.” Inside the store, the shopper’s eye takes over and quickly is directed by quality cues, visual runways and the effective presentation of key items. The assorted departments are distinctive in finishes, tone and feel, still the design team has created a sense of “continuity, consistency and a familiarity for the guest.” Runways and large elevated platforms define the store’s key action zones such as Active, Studio, Club and Casual Dress. Each zone or department features mannequins, props, and feature lighting. While the mannequins in the Studio area are more casual and relaxed in attitude, the ones in Club are more reserved and formal in pose and appearance.

Porcelain tile floors have been laid throughout to “create a consistent upscale look” while the area rugs that are set atop the tiles define the various zones in the store. The Active zone is highlighted by action-posed mannequins on a runway with a multisport technical finish. The zone’s focal wall suggests a skybox view through its stadium-like architecture and is complemented by the backlit illuminated graphics. A denim bar is highlighted in the Studio area. It is constructed of end block rustic timber on a raw steel base. Here, the runway has a raw welded steel frame topped with sheets of diamond-stamped metal. The runway is accentuated by the vintage bulb and cast glass decorative lighting. The graphic T-shirt focal element is framed by the stock





shelving wall fixtures and in keeping with the loft-like ambience, there is a secondary ceiling of suspended timbers. The vintage pool table serves as a lay-down display area—or can actually be used to be played upon.

The leather topped runway, the striped accent carpet and the nickel and walnut fixtures create the Casual Dress zone. This area is adjacent to the Shoe department which has a puck wall system and underlet feature tables, “making it an ideal product bridge between the store’s more casual and sophisticated dress areas.” Tailored clothing is housed in Club where nickel and wenge wood fixtures are used along with a backlit illuminated outrigger system. An exotic wood covers the top of the Club’s runway.

The Essentials zone appears at the store’s hub with major impact walls for stocking key items on its perimeter. The fitting rooms are located here and set into a curved wall. Each fitting room is accented with a perimeter mega graphic with images of masculine objects or activities. “Quality cues such as custom millwork, environmentally friendly flooring material, and upgraded lighting are an unexpected and welcome amenity in an unexpected place.” It looks like the big and large boys do have all the luck!

