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DETAILS

NEWS & VIEWS FROM JGA

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LIFESTYLING

Ken Nisch – Chairman

Do you provide an experience that brings style to life? The term lifestyle has been used in ways that are both celebrated and demonized. Lifestyle can be seen as self-indulgent or contrarily as a reward for a life of hard work and achievement. Lifestyle is not something we engage in as passive observers, but rather something we connect to across all senses. More often than not, it involves a sense of community expressed in two important aspects that are dynamic, individualistic and experiential. Life, is what we live; style is how we live it.

Democratize Style

The term "lifestyle" is not only overused, it is also misunderstood. The current rebranding of shopping centers as "lifestyle centers," and the narrowly interpreted idea of lifestyle as things we consider part of the good life (such as fine dining, a gracious home and suburban life) is too thin an explanation. "Lifestyle center" isn't remotely descriptive of the kind of diversity that retailers can provide in their stores, typically expressed through merchandise, environment, presentation and activities. Lifestyle is not monolithic in character, it can be traditional vs. rebellious, natural vs. high-tech; many interpretations and combinations exist. Lifestyle is equally at home among polished silver, crown moldings and family photos in the traditional world of Ralph Lauren or the rebellious world of Abercrombie and Fitch. Granted, the brand images are different, but each has found a twist or nuance, rising from its lifestyle roots of privilege. One protects that privilege; the other, while enjoying the good life, looks for every opportunity to make trouble in lifestyle paradise.

Much like today's consumer, the "style" of lifestyle marketing continues to defy stereotypes, largely due to the democratization of style that has taken place in the last decade. Once reserved for Fifth Avenue, famous designers are now as likely to be found in the aisles of a local big box discount store.

Create "What's Next"

Lifestyle often involves the act of living rather than purely viewing. The retailer whose store is too expectedly crafted, particularly without the lifestyle customer in mind, risks becoming an exhibit - a place that is about things, not about living. Meanwhile the eclectic nature of design - mixing and matching trends, cultures, periods - has become a lifestyle in its own right.

Helping customers imagine themselves within the lifestyles portrayed and broadening their perspective of how they might want to live life - romantically, exotically, comfortably, youthfully, etc. - opens a window of perspective. This perspective might put them in the market for trading in that "used" lifestyle for one offering new and exciting possibilities.

In short, life without style is merely about the consumption of oxygen. Bringing your store to life, with your very own sense of style, is the formula for success.

For more on Lifestyling, see JGA's latest Retail Focus publication at www.JGA.com>Press>News & Views and scroll down to Retail Focus. Or email info@jga.com to request a printed version.

AND THE WINNER IS ... TIMBERLAND

The **Timberland Outdoor Performance** tradeshow booth designed to build on their commitment to environmental accountability, won *Best Trade Show Environment* in **Event Design** magazine's 2007 Award Competition. It is also being named *Best Exhibit* by **Chain Store Age** in their Stores of the Year February issue. The exhibit conveys its eco-friendly message through re-purposed industrial objects and natural and recycled materials. Among the most visible components, shipping containers were repurposed for ongoing shipping and storage, but most uniquely as the booth's physical selling rooms. Significant use is made of "found," repurposed, recycled and reprocessed elements and materials.

NOW OPEN

Verizon Wireless commissioned JGA to create its store of the future where entertainment, business, socialization and basic communication all merge. This prototype, located in South Bend, IN, provides a practical, consumer-friendly solution through a marketing dimensional matrix that allows integration of graphics and project display. Multi-media elements showcase gaming, music and other options that are increasingly becoming part of cellular capabilities.

The **Detroit Institute of Arts Museum Shop** opened in conjunction with an extensive renovation and expansion of the museum. With a simple and contemporary design, the new DIA Shop offers a radiant and inviting environment with innovative lighting effects to make the store more appealing. A color palette of refreshing white glass and cocoa rift cut oak complements the sweeping veining of the marble flooring.

Also: **Tapper's Jewelry** (Novi, MI), **Music & Arts** (Katy, TX), **Things Remembered** (national rollout). **Coming Soon:** Watch for news about **Borders** (Pittsfield Township, MI), **Oneida** (Kittery, MA), **The North Face** (Minneapolis, MN) and **Great Gatherings** (Gainesville, VA).

NRF RECAP

Ken Nisch and **Bevan Bloemendaal**, senior director, Global Creative Services of **The Timberland Company** presented the best retail communication ideas from around the globe. In their session Monday, January 14th, Nisch and Bloemendaal spoke about "**Iconicity: Integrating Store, Product, Packaging and Marketing**." This topic, selected due to the popularity of JGA's recent book, **1,000 Retail Graphics**, focused on how iconic branding crosses channels to create a 360° perspective of identity distinction. Nisch explained, "Promotional and printed materials, packaging, signage and environments act as the headlines, punctuation and the subtext of the surroundings in which they exist." Nisch also hosted two book signings for **1,000 Retail Graphics**, a compilation of the world's most inspiring retail graphics - from promotions, signage, tags and flyers to bags, logos and environments - now at www.Amazon.com.

IN THE NEWS

Many of our views, news and design projects have been published in national local and trade publications. For more information about the projects In the News, visit www.jga.com.

USA TODAY / 1.29.08: Kmart, Sears Hit Hard

Ken Nisch was interviewed about the news that **Sears/Kmart** began a search for a new CEO after troubling losses in 2007. He said, "Whoever gets the permanent CEO job will have to be viewed as a leader, not as second or third player in the organization. The challenge will be to gain a guarantee of autonomy."

DDI MAGAZINE / JANUARY 2008: Chocolate as Culture

In a feature outlining the highlights of the upcoming **GlobalShop** conference in March, Ken was interviewed about the session he will be hosting, called **Chocolate as Culture**. He said, "By better understanding the history, culture and creativity of a fluid medium such as chocolate, you can begin to see how it finds many expressions, each distinctive from mass to couture, exotic to homespun."

DETROIT NEWS / 1.17.08: People on the Move - Skip West

This newspaper feature announced the promotion of **Starling (Skip) West** to Vice President, Project Development from Studio Director. Skip has been with JGA since 1992 and will continue his responsibilities in directing and coordinating the creative design and technical aspects of projects under development in the design studio.

STORES+SHOPS / JANUARY 2008: Hershey's Chicago - Fun with Light

Writer **Viima Barr** featured **Hershey's Chicago** in a story about experiential retail lighting, proclaiming, "The result is a retail experience that is well-organized and just plain fun."