



## Sweet Sophistication

### **Lindt Master Chocolatier**

Freehold, N.J.

**SWISS CHOCOLATIER LINDT & SPRUNGLI** SOUGHT a new prototype that would express its European mastery of fine chocolate-making to a North American audience.

"We wanted to present a next-generation store environment that conveyed the evolution of the brand coupled with its 160-year Swiss heritage," says Rob Edgerly, director, creative services, for Lindt & Sprungli USA (Stratham, N.H.).

The idea was to fill shoppers with a sense of exploring a European village shop, while at the same time exuding the modern sophistication and relevance of the Lindt brand.

"They have a very international perspective," says Ken Nisch, chairman of JGA Inc. (Southfield, Mich.), the design firm charged with the prototype design. "The challenge was in communicating that beyond the narrow perspective of a North American audience limited to visions of Swiss chalets and lederhosen."

Lindt updates its brand with a new prototype that includes furniture-style fixturing, such as chocolate brown bookshelves, armoires and tables. The system is designed to accommodate inventory needs, including drawers that can display product or be closed for storage.

Designers found a solution in a delicate selection of textures and artisan materials that mixed Olde World with today. For instance, a contemporary storefront — an internally illuminated glass frame with an oversized image of a maitre d'chocolat, glass mosaics and bronze metallic signage — is juxtaposed with hand-forged metals and wrought iron display elements inside the store.

Chocolate brown bookshelves align the perimeter wall, Pottery-Barn style, while a focal market table display — featuring wood and tiled tables and iron pot racks hanging above — suggests a gourmet kitchen. Additional touches include vintage mica print lampshades above the cashwrap and words like "passion" and "excellence," made of wrought iron, dropped in around the store on tables and hanging racks.

"It was important that the environment reflect the pre-



**a** Lending an old world feel to the store is a collection of artisan finishes and textures. Mica print lampshades hang above the cashwrap, while wrought iron words are dropped in around the store. **b** A merchandising rail system (from Look), housing graphics, shelving and ladder displays, aligns the perimeter and provides flexibility for seasonal displays.

mium quality of the product,” says Scott Jackson, vp, retail, for Lindt & Sprungli USA.

Functionality is also key. Hanging racks, though used primarily for aesthetics, can double as an additional place to showcase products and seasonal displays. “We can literally stack product up to the ceiling,” says Nisch.

A collection of furniture, including armoires, bookcases and tables (provided by Golden Oldies, Flushing, N.Y.), comprises the bulk of the fixturing throughout the store. For the chocolatier’s iconic truffle line, designers had an impressive floor-to-ceiling wooden wall case made, highlighting the signature chocolates, which shoppers can mix and match to their liking.

“It pulls you right to the back of the store,” adds Nisch.

A level of flexibility is also built into the eclectic fixturing solution, allowing Lindt to reinvent itself for seasonal offerings and peak sales times. Chest drawers can be opened to house products or closed for storage. Same with nesting tables, which can showcase seasonal displays or be stacked underneath. Around the perimeter, a series of continuous merchandising rails (from Look, New York) houses graphics, shelves and ladder displays.

“It allows the store to flex, depending on inventory and seasonal product demands,” says Nisch.

– Anne DiNardo, Associate Editor

**CLIENT**  
Lindt & Sprungli USA, Stratham, N.H.

**DESIGN**  
JGA Inc., Southfield, Mich.

**FIXTURES AND FURNITURE**  
Golden Oldies, Flushing, N.Y.  
Look, New York

**AUDIO/VISUAL**  
DMX, Northboro, Mass.  
install@FX, Boston

**PROPS AND DECORATIVES**  
Van Stry Design, Malden, Mass.  
Planteriors, Berkeley Heights, N.J.  
Viaggio Inc., Farmingdale, N.Y.  
Martin Aborn/Richard Cohen, Hingham, Mass.

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