



LittleMissMatched

Downtown Disney, Anaheim, CA

DESIGN
JGA, Southfield, MI

CHAIRMAN
Ken Nisch

PROJECT MANAGER
Mike McCahill

BRAND CONSULTANT
Adrienne Weiss Corp., Chicago, IL

Client Team:
 CEO & CO-FOUNDER
Jonah Staw

PRESIDENT
Ann Acierno

CFO
Brigid Foster

DIRECTOR OF STORES
Rodney Hutton

PHOTOGRAPHY
Laszlo Regos Photography, Berkley, MI

Designed by JGA of Southfield, MI for “tween girls and those who are equally young at heart from ages 1 through 101,” the new store for LittleMissMatched creates a brand environment that reflects a lifestyle of “fashionable fun, creativity, individuality and innovation.” This is the store where shoppers find whimsical fashion accessories and lifestyle products such as flip-flops, sleepwear, bedding, and more — though it is the company’s signature product — socks that don’t match — sold in odd numbers, that inspires “creativity through mixing and matching.”

The 1017 sq. ft. store in Anaheim is the prototype design for the brand rollout. As designed by the JGA design firm, “the store reflects a ‘conceal and reveal’ perspective — a peek-a-boo look at patterns reflected in mirrors and finishes that reveal that everything is not evident at first glance.” Shoppers enter through “color patterned light projected on the entry floor.” Hats, socks, gloves and other seasonal merchandise are displayed in the front window on dimensional dowels and spanner racks — up-lit from a white terrazzo







floor element. Once inside, the store is revealed through a series of shapes and forms. There is the “Mixing Bowl” — a meeting space and the “Socks Trough” where the newest designs are presented on try-on forms and ready for mixing or matching. The clothing bays are divided by wall fixtures into merchandise alcoves. White display panels appear on the Sock Tower and the curved feature wall that extends from floor to ceiling. “The column that extends from the merchandise towards the ceiling tempts the shoppers to explore the colorful mismatching options. There is a large circular cut-out in the wedge ceiling for the Mixing Bowl to extend through which adds to the sense of scale.” Below the Mixing Bowl are bunkers that contain postcards and coloring station materials.

Layering over the front windows and the interior mirror surfaces are logos made of Lumisty glass transparent decorative film that appear and disappear as the viewing angle changes. Shapes of hearts, stars and circles are cut into the floor to reflect some of the typical patterns found on the merchandise offer. Throughout there are overscaled graphics that “encourage celebration of the brand through mismatching.” They also define the fitting room area which is



located near the mailbox where shoppers can deposit their postcards.

According to the design team, “the floor plan creates a pinball effect between the merchandise elements (Mixing Bowl, Sock Trough, cash/wrap and fitting rooms)” and the cash/wrap places the customer and the sales associate side by side at the round customer transaction surfaces. Jonah Staw, CEO and Co-Founder of LittleMissMatched, said, “The packaging on our products opens like a book to tell a story of our brand. And we always direct shoppers to our site so they can play games and interact with the brand. In the store we do quirky fun, and memorable things to reinforce the brand.” The new store design fulfills the promise that the brand extends.

