

USA

## Loud and offbeat

At Little Miss Matched one finds accessories for body and home, ranging from underwear and flip-flops to bed-linen and much more. Socks, however, are the core products and all articles have their loud colours and strident design in common.

▷ The main target group are the “tweens”, prepubescent girls up to the age of 13. But the brand also aims at all young-at-hearts “between the ages of 1 and 101”. In Anaheim, California, and specifically in Downtown Disney, the entertainment and shopping district docked with Disneyland, the US company has opened a store which will serve as a blueprint for all subsequent branches and shop-in-shops.

Just like the socks are sold in threes, each of them looking different, the new store design also should stress the offbeat characteristics of the brand. “Mismatching” is the name of the game. As far as the store design is concerned, the proportions are just as offbeat, with inordinately large goods displays, a bit reminiscent of the settings of Alice in Wonderland. The design is the work of JGA of Southfield, Michigan. ▣



▲ ▼ Calculated offbeat shopfitting



Photos (2): JGA



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