

# R E T A I L F O C U S

NEWS & VIEWS FROM JGA



## ICONICITY

Create an experiential showcase for the brand; a distinctive vocabulary of space. Ingenuity summons shoppers to emerge from their cocoons and reconnect with the outside world.

Balancing content, context and commerce is more important than ever. We are spending less on basic necessities and more buying things based upon emotion and desire. Experience becomes the ultimate marketing strategy.

Exceptional retail experiences extend beyond a single sale. Iconicity electrifies consumers, driving repeat purchases evolving into a lifetime brand relationship.



## ICONICITY IS INGENUITY

"Ingenuity, plus courage, plus work, equals miracles."

- Bob Richards



**Objective:** To create a branded lifestyle concept appealing to the social, sophisticated and well-traveled Gen-X and Y consumer.

**Result:** A 360-degree view of the Metropark lifestyle unveils an unexpected shopping environment exuding personal expression and originality.



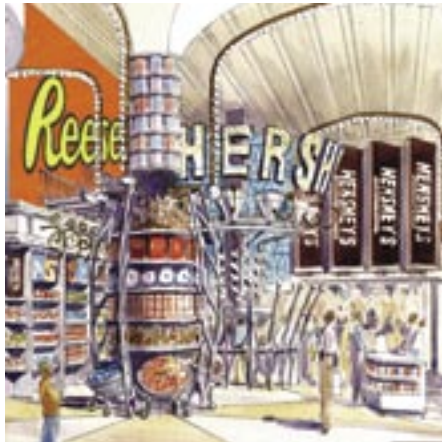
"The store is designed to serve as a fun, social gathering place. Customers hunger for something different and Metropark allows the customers to be more individualized. We've created a very unique environment."

**Lawrence Tanenbaum**  
Co-Founder and President,  
Metropark



### METROPARK

JGA: Design/Branding/Graphics  
Industry Recognition: DDI Magazine, STORES, Creativity Inc.  
Photography: Laszlo Regos



## ICONICITY IS ORIGINALITY

"All good things which exist are the fruits of originality."

- John Stuart Mill



**Objective:** Combine the nostalgia of the Hershey legacy with entertainment and interaction to create a fun, immersive experience.

**Result:** The authentic character of the candy factory becomes the backdrop to the spectrum of Hershey's brand packaging, nostalgic advertising art and interactive focal feature elements true to the brand.



"We expect three million people a year to walk into this entertainment place. We surround you with the sight, scents and magic of our brand."

**Don Papson**  
VP Consumer Interactive,  
Hershey's

## HERSHEY'S CHICAGO

JGA: Design

Industry Recognition: VM+SD Magazine, Chain Store Age, Retail Watch, Wall Street Journal, Chicago Tribune  
Photography: Laszlo Regos





## ICONICITY IS UNITY

"Unity and simplicity are the two true sources of beauty."  
 –Johann Joachim Winckelmann



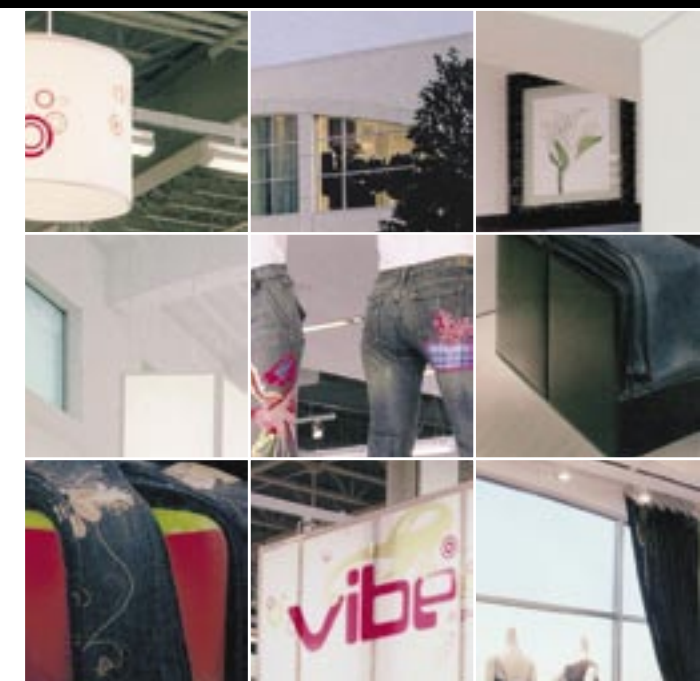
**Objective:** Reinvent the department store experience by creating a full-flavored, event-driven experiential marketplace appealing to all of the senses by utilizing an inviting exterior, engaging interior design and unique merchandising display tools.



"This distinctive store has been met with outstanding customer response, and we look forward to further expansion of Parisian into other geographic areas that are contiguous to our core markets."

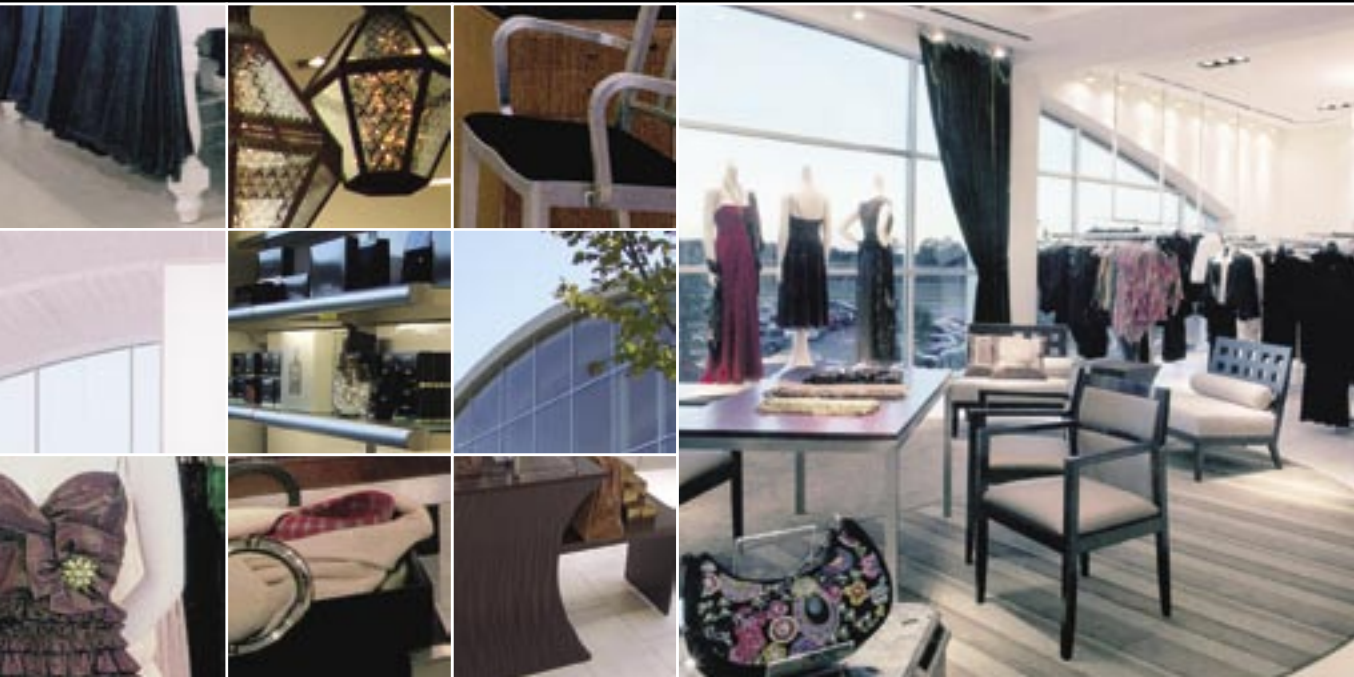
**Steve Sadove**  
 COO, Saks

**PARISIAN**  
 Saks Department Store Group  
 Design: JGA  
 Photography: Gretchen Haien, Studio 4 and 5 Photography; JGA





Result: The "Store of the Future" is modern, yet not too contemporary. The environment's dramatic open floor plan provides flexibility for expanding merchandising areas and creating event marketing opportunities and trend zones.



## ICONICITY IS COMMUNITY

"Without a sense of caring, there can be no sense of community."  
– Anthony D'Angelo

"Through this evolutionary design, the retailer adopts a practical response to the emerging nature of the industry, and to the ever-changing needs of the merchant, the customer, the natural seasonal ebb and flow, and the need to reinvent and reclaim the excitement of the department store itself."

**Ken Nisch**  
Chairman, JGA



## ICONICITY IS VITALITY

"Vitality shows in not only the ability to persist but the ability to start over."

- F. Scott Fitzgerald



**Objective:** To reinvent an entertainment-gathering place that creates an emotional bond between the brand and the movie-loving consumer.

**Result:** Dramatically enhancing its brand appeal and personality, the compelling design becomes lifestyle experience through the use of multi-media technology and an iconic color palette to elevate consumer awareness.



"We think it creates a new type of shopping experience and increases our brand appeal."

**Mike Madden**  
President, Musicland



## SUNCOAST

JGA: Design

Industry Recognition: Chain Store Age, VM+SD, Retail Construction Magazine

Photography: Laszlo Regos



## ICONICITY IS CLARITY

"Clarity affords focus." - Thomas Leonard



**Objective:** Establish a physical presence for the multi-channel retailer that presents their full line of unique products for consumers with an appreciation of fine detailing.

**Result:** The environment introduces a refined residential feel through sophisticated finishes of stone, metal and glass that complement the quality and craftsmanship of the Levenger-branded merchandise.



"We are truly proud of how it looks and how it worked.

It is a very professional representation of the Levenger brand in three-dimension."

**Steve Leveen**  
Co-Founder and CEO,  
Levenger



### LEVENGER

JGA: Design/Architecture

Industry Recognition: NASFM Awards, Boston Globe, Retail Traffic, Home Décor Buyer, Stone World

Photography: Laszlo Regos



## ICONICITY IS SIMPLICITY

"Simplicity is the ultimate form of sophistication."

– Leonardo da Vinci



**Objective:** To create a flexible retail concept that highlights the expanded assortment with an experiential expression of the brand.

**Result:** Through a visual platform inspired by the art nouveau movement, the sights and scents of the global chocolate brand beckon consumers inside to partake in a luxuriously indulgent experience.



"All of us at Godiva are pleased and proud of the new design and very appreciative of the role that JGA played in making it a reality."

**Jim Goldman**  
President, Godiva Worldwide

**GODIVA CHOCOLATIER**  
JGA: Design  
Industry Recognition: Chain Store Age, DDI Magazine  
Photography: Laszlo Regos





# A B O U T J G A

JGA is a leading design, brand strategy and architecture firm specializing in transactional environments. We are committed to providing clients with the most innovative and consumer-responsive design required to compete in today's fast-paced marketplace. A visionary balance of space planning, brand identity, imaging, graphics and merchandising succeeds in heightening the shopping experience, helping clients convert tomorrow's trends into today's business opportunities.

We offer a diverse range of design and imaging services including:

- Brand Strategy
- Conceptual Retail Design
- Graphic Design
- Architectural Development
- Project Implementation

American Museum of Natural History



Spencer's



Yankee Candle



ICONICITY IS: INGENUITY. ORIGINALITY. UNITY. VITALITY. CLARITY. SIMPLICITY.



Jaguar



Harris Bank



The North Face



29110 Inkster Road, Suite 200 Southfield, MI 48034 USA  
phone 248.355.0890  
web [www.jga.com](http://www.jga.com) email [info@jga.com](mailto:info@jga.com)

Retail Focus is a publication designed and produced by JGA, Inc. ©MMVI