

# White House|Black Market to Redesign Retail Spaces

<http://www.wwd.com/fashion-news/fashion-scoops/white-houseblackmarket-to-redesign-retail-spaces-7343171>

BLACK AND WHITE ALL OVER: While most women can't live on black and white alone, the two hues continue to sustain White House | Black Market.

The retailer wants to reinforce and communicate the idea that it "owns black and white" with a new store prototype. Iconic black-and-white art will decorate walls of new units, which will have walnut and Carrera marble floors, metallic ceramic accents and fixtures made of polished chrome, smoked glass and high gloss lacquer.

Mirrored cabinetry and crystal chandeliers and sconces, silver leaf wall coverings and velvet upholstery give the stores a residential feel. The units will be divided into multiple easy to navigate shops.

WHBM is moving toward omni-channel integration. One example of its efforts will be tech bars near the dressing rooms, where customers can engage with the brand and find out what products are available beyond the store's four walls. iPads and video displays will be used throughout the store and fitting room lounge to connect the brick-and-mortar and online experiences.

The new design concept will roll out mid-year in all new WHBM stores.