Shop! members include leading design firms from around the world. They offer a wide range of design and ancillary services, marrying cutting-edge creativity with strategic analysis to provide innovative places to shop. Here, 26 member firms that design retail interior spaces present their capabilities and expertise to help you find the right partner for your next project.

Visit supplierconnect.shopassociation.org to contact these firms and other member design firms.

### 555 International
**555.com**

**Contact** Alexis LeBlanc, aleblanc@555.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

**Design services**
architectural design, retail interiors, fixture/display design, graphic design, identity design/logo development

**Additional services**
brand strategy, real estate analysis/planning, equipment/materials procurement, merchandise planning

**Recent awards**
2020 Shop! Design Awards - Gold | Restaurant Casual Dining - Francois Frankie, Gold | Softline Specialty Store - lululemon Lincoln Park; 2020 design:retail SPECTRUM Awards | Hybrid Retail - lululemon Lincoln Park; 2019 Hospitality Design Awards | Select Service Hotel - AC Hotel by Marriott

**Recent retail projects**
lululemon - The expansive space features a variety of seating areas throughout, perfect for those who want to come together and also for those seeking moments of solitude. Francois Frankie - Take a leisurely spin at the rotating bar, or cozy up in the lounge and dining room in a French-inspired setting. Joe’s Imports - The space is intimate and inviting, with warm woods, cozy banquets, aged brick, and modern European furnishings throughout.

### ampersand studio inc.
**ampersandstudioinc.com**

**Contact** glen kerr, glen@ampersandstudioinc.com

**Project types**
flagships, retail prototypes, marketing program development, popups, shop-in-shops, one-offs, rollouts, kiosks, new product launches, in-store promotions

**Design services**
architectural design, retail interiors, fixture/display design, graphic design, packaging design, identity design/logo development, digital content, planograms

**Additional services**
shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, merchandise planning

**Recent awards**
2019 IIDA Latin America Design Awards: Harley’s, Grand Cayman, Cayman Island; 2019 Retail Design Institute International: Longo’s, Stouffville, Canada.

**Recent retail projects**
Longo’s, Liberty Village: 22,500-sq.-ft. supermarket is the first urban model for Longo’s that features a food hall offering various food stations, juice bar, local brewery & wine bar within its grocery store in downtown Toronto. XYZ storage: A self-storage facility needed a repositioning. The two-year undertaking involved strategic planning, redesign of the company’s brand and all its touchpoints including name change, identity, digital experience, retail, wayfinding, and private brand.
Design services
architectural design, retail interiors, fixture/display design, graphic design, VM/window design, lighting design, packaging design, identity design/logo development, digital content, planograms

Additional services
brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, equipment/materials procurement, BIM modeling, merchandise planning, in-store demos/sampling

Recent awards

Recent retail projects

Special expertise
sustainable design, design for resilience, universal design

Recent retail projects
Boston ProShop powered by ’47 strengthens the bonds between fans and teams in one destination as an immersive experience w/authentic team merchandise, customized apparel, exclusive Garden items, and autographed memorabilia. Wrangler x Fred Segal’s 6-week popup brand activation concept was an immersive interpretation of 4 pivotal decades in Wrangler’s history. Images of patterns & textures from archival products & vintage advertising campaigns & a changing logo depicted the ethos of each era.

Design services
architectural design, retail interiors, fixture/display design, graphic design, VM/window design, lighting design, packaging design, identity design/logo development, digital content

Additional services
shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, merchandise planning, in-store demos/sampling

Recent awards
2019 Design Firm of the Year (design:retail). Associates recognized for 40 under 40 (design:retail) and Designer Dozen (VMSD). Hush Puppies Exhibit Design (Exhibitor Magazine).

Special expertise
sustainable design, design for resilience, universal design

Recent retail projects
American Express Centurion Lounge (LAX, PHX, LGA, JFK), ALDI, Whole Foods, Krispy Kreme, Champion, Firehouse Subs

Design services
architectural design, retail interiors, fixture/display design, graphic design, VM/window design, lighting design, packaging design, identity design/logo development, digital content

Additional services
shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, merchandise planning, in-store demos/sampling

Recent awards
Roots Legends: IIDA NE Hospitality Restaurant/Retail Design Award, VMSD First Place - Temporary/Pop-Up Retail Space, and Shop! Visual Presentation of the Year. Sonos, London: Shop! Silver Award - Hardline Specialty Store up to 3,000 sf, IIDA NE Best in Show, and RDI Hard Line Specialty Store.

Special expertise
sustainable design, design for resilience, universal design

Recent retail projects
Boston ProShop powered by ’47 strengthens the bonds between fans and teams in one destination as an immersive experience w/authentic team merchandise, customized apparel, exclusive Garden items, and autographed memorabilia. Wrangler x Fred Segal’s 6-week popup brand activation concept was an immersive interpretation of 4 pivotal decades in Wrangler’s history. Images of patterns & textures from archival products & vintage advertising campaigns & a changing logo depicted the ethos of each era.

Design services
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Additional services
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Recent awards
2019 Design Firm of the Year (design:retail). Associates recognized for 40 under 40 (design:retail) and Designer Dozen (VMSD). Hush Puppies Exhibit Design (Exhibitor Magazine).

Special expertise
sustainable design, design for resilience, universal design

Recent retail projects
American Express Centurion Lounge (LAX, PHX, LGA, JFK), ALDI, Whole Foods, Krispy Kreme, Champion, Firehouse Subs
### CallisonRTKL

**crtkl.com**

**Contact** Susan Ball, susan.ball@crtkl.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

**Design services**
- Architectural design, retail interiors, fixture/display design, graphic design, VM/window design, lighting design, identity design/logo development

**Recent awards**

**Special expertise**
- Sustainable design, design for resilience, universal design, passive design

**Recent retail projects**
- Capital One Georgetown Flagship, Washington, D.C.: A multi-level space that combines a coffee shop and coworking with financial services, positioned in a historic building.
- 7-Eleven Urban Flagship, Washington, D.C.: A non-gas station C-Store that features large open windows and exterior seating that encourage customers to stop by and stay for a while.

### ChangeUp

**changeupinc.com**

**Contact** Lynn Gonsior, lynn.gonsior@changeupinc.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts

**Design services**
- Architectural design, retail interiors, fixture/display design, graphic design, VM/window design, lighting design, packaging design, identity design/logo development

**Recent awards**

**Special expertise**
- Sustainable design

**Recent retail projects**
- The Vitamin Shoppe: Shoppers build more confidence achieving personalized wellness goals with the new retail experience, which offers encouraging and inspiring solutions via modern apothecary aesthetics and leading-edge technology. Buffalo Wild Wings: BWW fans now feel like they are in the stadium, as the new restaurant experience includes an indoor-outdoor bar, dugout inspired seating, stadium-like AV technologies, and relaxed MVP space for e-gaming.

### Christian Lahuoude Studio

**christianlahoude.com**

**Contact** Christian Lahuoude, clahoue@clahoudestudio.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

**Design services**
- Architectural design, retail interiors, fixture/display design, VM/window design, planograms

**Recent awards**

**Special expertise**
- Sustainable design, universal design

**Recent retail projects**
- Sam Edelman: A new department store identity for the brand to be rolled out in 5 Macy’s locations including New York, San Francisco, and Miami. Jimmy Choo: Developed an evolution of the current concept, implemented first in Shanghai IFC and Honk Kong K11, both revealed in later fall 2019; Developed a concept worldwide, implemented in New York, Milan, and Chicago flagship; and Designed key flagships, including multiple locations in Rome, New York, Paris, Milan, Tokyo, and London.
D L English Design Build Install
dlenglishdesign.com

Contact Tracey Woodward, t.woodward@dlenglishdesign.com

Project types flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

Design services
architectural design, retail interiors, fixture/display design, graphic design, lighting design, identity design/logo development, planograms

Additional services
brand strategy, construction documents, equipment/materials procurement

Special expertise
sustainable design, design for resilience, universal design, passive design, historic preservation

FITCH
fitch.com

Contact Alisa Caton, alisa.caton@fitch.com

Project types flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, new product launches, in-store promotions

Design services
architectural design, retail interiors, fixture/display design, graphic design, lighting design, packaging design, identity design/logo development, digital content

Additional services
shopper/market research, brand strategy, site surveys, construction documents, equipment/materials procurement, BIM modeling

Recent awards
T-Mobile Las Vegas, Best Specialty Hardline Store, Shop! Awards and Best Store Designs 2018, RDI Awards. BrandBox, Best Retail Identity, Transform NA. Macerich, Best Strategic + Creative Development of new brand, Transform NA. Signia Hilton, Best Travel + Leisure Identity, Transform NA.

Special expertise
sustainable design, design for resilience, universal design, passive design

Recent retail projects
At CES 2020, we partnered with Microsoft to unveil Connected Storefront, a platform that empowers storytelling at retail by crafting engaging omnichannel moments. Bored with traditional trade booths, we created an interactive experience that raised awareness for the Microsoft offer through play, personalization, and the power of creative technology. This branded environment became a memorable moment for #CES attendees long after they left Las Vegas.

FRCH NELSON, a NELSON Brand
frchnelson.com

Contact Tom Custer, tcuster@frchnelson.com

Project types flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts

Design services
architectural design, retail interiors, graphic design, identity design/logo development

Additional services
shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, BIM modeling, merchandise planning

Recent awards

Recent retail projects
<table>
<thead>
<tr>
<th>GH+A Design Studios</th>
<th>ghadesign.com</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact</strong></td>
<td>Montreal Studio, <a href="mailto:mmclean@ghadesign.com">mmclean@ghadesign.com</a></td>
</tr>
<tr>
<td><strong>Project types</strong></td>
<td>flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks</td>
</tr>
</tbody>
</table>

**Design services**
- retail interiors, graphic design, identity design/logo development

**Additional services**
- shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, equipment/materials procurement

**Recent awards**

**Special expertise**
- design for resilience, universal design, historic preservation

**Recent retail projects**
- Common Citizen: The black and white architectural palette of the state-of-the-art cannabis dispensary represents authenticity and transparency balanced with the warmth and approachability of knotty wood applied to clean lined furniture. The freestanding tables serve as resource centers where visitors can explore the color coded packaging, curated by product names like Escape, Treatment, Wellness and Enhance. Acoustical felt floating ceiling treatment grounds the industrial space and acts as an art installation.

<table>
<thead>
<tr>
<th>High Road Design Studio</th>
<th>highroadstudio.com</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Contact</strong></td>
<td>Megan Stone, <a href="mailto:megan@highroadstudio.com">megan@highroadstudio.com</a></td>
</tr>
<tr>
<td><strong>Project types</strong></td>
<td>flagships, retail prototypes, marketing program development, one-offs, rollouts</td>
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**Design services**
- retail interiors, fixture/display design, graphic design, VM/window design, lighting design, packaging design, identity design/logo development

**Additional services**
- brand strategy

**Recent awards**

**Recent retail projects**
- High Road has provided interior design and brand identity services to over 60 licensed cannabis retailers and brands in more than 17 states across the US. Our work has been integral in achieving significant industry milestones in states such as New Hampshire, Pennsylvania, Texas, and Florida. Recently completed projects include luxury boutique retail locations in California and a branded flagship in Pittsburgh. Current projects include retail rollouts in Michigan and work in Oklahoma.

<table>
<thead>
<tr>
<th>Jerry Birnbach LLC</th>
<th>jerrybirnbach.com</th>
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<tr>
<td><strong>Contact</strong></td>
<td>Jerry Birnbach, <a href="mailto:jerry@jerrybirnbach.com">jerry@jerrybirnbach.com</a></td>
</tr>
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<td><strong>Project types</strong></td>
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**Design services**
- architectural design, retail interiors, fixture/display design, graphic design, packaging design, planograms

**Additional services**
- brand strategy, construction documents, equipment/materials procurement, merchandise planning

**Recent awards**
- Global Shop Top Marketing Award. Spec Award Booth Design. International Design Award, DDI, VMDS, Chain Store Age, NASFM, ISP. 2018 Best Retail Expert Witness (Opine Retail Liability Cases 250 cases to date.

**Special expertise**
- sustainable design, design for resilience, universal design

**Recent retail projects**
- Rhinebeck NY Department Store: Landmark building renovation. Emphasis of business is focused on restoring safe and hazard-free shopping venues. Working with legal entities to establish industry standards to protect the customer from injuries (a major epidemic in retail) by employing the readily available cure (retail safety guides, ADA regulations, IBC Building codes, and OSHA).
### Kingsmen Creatives
**kingsmen-int.com**

**Contact** Jessica Lew, jessicalew@kingsmen-int.com

**Project types** flagships, retail prototypes, marketing program development, popups, shop-in-shops, one-offs, rollouts, kiosks, new product launches, in-store promotions

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<td>brand strategy, site surveys, construction documents, project/campaign management, equipment/materials procurement, BIM modeling, merchandise planning, in-store demos/sampling</td>
<td>Singapore Good Design Awards Mark in 2018 and 2019. Singapore Tourism Board’s Exceptional Achievement Award in Best Business Event Service Provider in 2014, 2015, 2016, and 2017. World Exhibition Stand Awards 2020: Best Stand at a Retail Industry Event &amp; Best Sustainable Stand for L’Oréal.</td>
<td>sustainable design, design for resilience, universal design, passive design, historic preservation</td>
<td>We have generated multiple outlets for luxury brands like Bottega Veneta and Coach in Asia Pacific and beyond. Our growing expertise and creativity has brought engagement with London based Burger &amp; Lobster – bringing home-grown brands into international market — and fashion retailer La Maison Simons from Canada in sustainable design of a net-zero energy store. Recently, our creative arm, KR+D, joined Gentle Monster’s vision in experimental designs for the brand in various retail spaces.</td>
</tr>
</tbody>
</table>

### KRAIDO
**kraido.com**

**Contact** Kraig Kessel, kraig@kraido.com

**Project types** flagships, retail prototypes, rollouts

<table>
<thead>
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<th>Design services</th>
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<tr>
<td>retail interiors, graphic design, identity design/logo development</td>
<td>brand strategy</td>
<td>We are currently doing an exterior branding refresh for Wells Fargo, including all exterior signage and storefront treatments. This is at a program level, but we also work on flagship locations. We had recently completed a new interior and exterior sign program for Public Storage as well and we manage the retail image standards for Chevron retail.</td>
</tr>
</tbody>
</table>

### Little
**littleonline.com**

**Contact** James Farnell, james.farnell@littleonline.com

**Project type** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks, new product launches

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<td>shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, BIM modeling, merchandise planning</td>
<td>AIA OC Design Awards Citation, Inspire. International Store Design Competition, Conceptual Category Winner &amp; Grocery Category Winner. Rethinking The Future 1st Place, Pop-Ups &amp; Temporary. Spectrum Awards 1st Pl., Grocery, C-Store, Drugstore. VMUSD Retail Renovation Competition 1st Place Service Retailer.</td>
<td>sustainable design, universal design, historic preservation</td>
</tr>
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<td>Chelsea Groton: A hyper-flexible space for financial wellbeing and education that transcends the transaction. Tokyo Central: Authentic, community-centered market focused on bringing generations and cultures together for the sharing of specialty asian ingredients. Shinola: Localized store designs for unique locations that celebrate the brand’s passion for craftsmanship. Element Hotel: Holistic redesign of the guest experience featuring new dynamic room configurations &amp; flexible spaces for group travel.</td>
</tr>
</tbody>
</table>
### MG2

**mg2.com**

**Contact** Emily Walker, emily.walker@MG2.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

#### Design services
- Architectural design, retail interiors, fixture/display design, graphic design, packaging design, identity design/logo development, planograms

#### Additional services
- Shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, equipment/materials procurement, BIM modeling, merchandise planning

#### Special expertise
- Sustainable design, design for resilience, universal design, passive design, historic preservation

#### Recent retail projects
- MG2 has recently worked with a number of brands to redefine their offering: A mixed-retail, food hall, and restaurant concept in Kansas City for GFI Hospitality, a restaurant prototype for Smashburger with a fresh identity & programming, a design language for Tommy Bahama that unifies the customer experience across their stores, restaurants, and bars, and sustainability-driven store designs for PCC Community Markets, which earned them the first ever LBC certifications awarded to a grocery store.

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### Miller Wittman Retail Design Group

**millerwittman.com**

**Contact** Paige Wittman, pwittman@millerwittman.com

**Project types** flagships, retail prototypes, marketing program development, popups, shop-in-shops, one-offs, rollouts, kiosks, new product launches, in-store promotions

#### Design services
- Retail interiors, fixture/display design, graphic design, lighting design, identity design/logo development, planograms

#### Additional services
- Brand strategy, site surveys, project/campaign management, equipment/materials procurement

#### Special expertise
- Sustainable design, design for resilience, universal design

#### Recent retail projects
- We specialize in designing branding, stores and programs for passion brands in categories like motorcycles, marine, powersports, water, agriculture. Our typical client has a high degree of experience & complexity to convey to their customers. We work intimately with independent distribution/dealers on behalf of manufacturers to create superior experiences for their customers.

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### Miller Zell

**millerzell.com**

**Contact** Michael Larkin, info@millerzell.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks, in-store promotions

#### Design services
- Architectural design, retail interiors, fixture/display design, graphic design, packaging design, digital content

#### Additional services
- Shopper/market research, brand strategy, site surveys, project/campaign management, equipment/materials procurement

#### Recent awards
- In 2019, Miller Zell’s design won 1st place in the Shop! Design Awards. For production capabilities, Miller Zell ranked 6th in wide-format graphics. CEO Chip Miller was named one of “Most Admired CEOs.” Our marketing won multiple Ragan Awards.

#### Special expertise
- Sustainable design

#### Recent retail projects
- Miller Zell conceptualized a design for Buffalo Wild Wings Go, a restaurant created specifically for contactless takeout and delivery. For Kefi, looking to disrupt the toy industry, we designed and created an innovative, interactive retail playground, for both children and their parents. When COVID-19 broke out, Miller Zell worked with its essential businesses to develop interiors that were safe for associates and customers with custom creative, signage, and protective shields.
**RHDC (Formerly Retail Habitats)**

rhdcstudio.com

**Contact** Adam Jones, adam@rhdcstudio.com

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, kiosks

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**Design services**
- architectural design
- retail interiors, fixture/display design
- graphic design, packaging design
- identity design/logo development
- planograms

**Additional services**
- brand strategy, site surveys, construction documents, equipment/materials procurement, BIM modeling

**Recent awards**
- RDI “Class of 2018” Finalist. 2018 design:retail Spectrum Award Winner, “Hybrid Retail.”
- 2018 International Design Awards Honorble Mention, “Interior Design.”

**Recent retail projects**

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**Shenzhen Onewe Commercial Space Design & Planning Co., Ltd.**

onewedesign.com

**Contact** Aiqing Gong, gongaiqing@onewedesign.com

**Project types** flagships, retail prototypes, popups

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**Design services**
- architectural design
- retail interiors, fixture/display design
- graphic design, lighting design, packaging design
- identity design/logo development

**Additional services**
- shopper/market research, brand strategy, site surveys, merchandise planning

**Recent awards**
- Hema Xiansheng (Fuyong) - 2018 Shop! Greater China Cross Border Retail Gold Award.
- Ulife supermarket - 2018 Shop! Greater China - Shopfitting Gold Award.
- Chengdu Gather Market - 2018 Shop! Greater China - Shopfitting Gold Award.
- Wsuper supermarket(wanzhong) - 2018 Shop! Greater China - Shopfitting Gold Award.

**Special expertise**
- sustainable design, feng shui, historic preservation

**Recent retail projects**
- Under the impact of the epidemic, ONEWE is studying retail projects about regional culture, history, and traditional. In Farming Records Project, the 5,000-years aesthetic awareness, lifestyle, and farming culture of Chinese are implanted into stores, which enhances interactive experience, spiritual, and cultural resonance. The Jinlun block will reshape the memory of Nanjing half a century ago, arouse the national nostalgia in consumer's heart, and build block commerce in new era in the original culture.

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**Tchai**

tchai.nl

**Contact** Nienke Pooen, nienkepooen@tchai.nl

**Project types** flagships, retail prototypes, popups, shop-in-shops, one-offs, rollouts, new product launches, in-store promotions

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**Design services**
- architectural design
- retail interiors, fixture/display design

**Additional services**
- shopper/market research, brand strategy, site surveys, project/campaign management, equipment/materials procurement, merchandise planning

**Recent awards**
- 2019 was a meaningful year in which Kim Tchai earned the business award titles Business Woman of the Year and the Rotterdamse Ondernemersprijs 2019, (the award for the most inspiring entrepreneur of Rotterdam).

**Special expertise**
- design for resilience, universal design

**Recent retail projects**
- With Footlocker and Nike, we launched 65 shop-in-shops in EMEA with the NCX concept for Men, Women, and the Jordan collection to be experienced through innovative LED brand spaces. For Samsung, we built the Experience Store Utrecht(NL), an interactive space where all possibilities of smartphones, tablets, and wearable devices of mega-brand can be explored. Together with Finnish iittala, we created the Amos Rex Flagship store in the spirit of the 30s located in creative area in the centre of Helsinki.
### TPG Architecture, LLP

**tpgarchitecture.com**

**Contact**: Kelli Cheung, kecheung@tpgarchitecture.com

**Project types**: flagships, retail prototypes, shop-in-shops, one-offs, rollouts, kiosks

**Design services**
- Architectural design
- Retail interiors
- Graphic design
- Lighting design
- Packaging design
- Identity design/logo development
- Digital content

**Additional services**
- Real estate analysis/planning
- Site surveys
- Construction documents
- Project/campaign management
- BIM modeling

**Recent awards**
- Design:retail Spectrum 2020
  - Awards: El Palacio de Hierro, Veracruz, MX - Department Store, and Birkenstock, Venice, CA - Specialty Softlines.

**CoreNet 2019 Awards**: IEX Group (Workplace) - Project of the Year.

**Retail Design Institute 2019 Awards**: El Palacio de Hierro, Santa Fe; Birkenstock, New York.

**Special expertise**
- Sustainable design
- Historic preservation

**Recent retail projects**
- Strictly Cycling Collective: Hudson Yards, NYC - Retail and social destination for the cycling community.
- Capital One: Park Avenue, NYC - Retail bank location that gives guests a modern approach to banking.
- El Palacio de Hierro: Veracruz, MX - Luxury department store inspired by the surrounding Art Deco architecture and natural landscape of the historic port city.
- Birkenstock: Venice, CA - Their 2nd U.S. retail location that authentically expresses the brand and the West Coast aesthetic.

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### WD Partners

**wdpartners.com**

**Contact**: Tara Yavorsky, tara.yavorsky@wdpartners.com

**Project types**
- Flagships
- Retail prototypes
- Marketing program development
- Popups
- Shop-in-shops
- One-offs
- Rollouts
- Kiosks
- New product launches
- In-store promotions

**Design services**
- Architectural design
- Retail interiors
- Fixture/display design
- Graphic design
- VM/window design
- Packaging design
- Identity design/logo development
- Digital content

**Additional services**
- Shopper/market research
- Brand strategy
- Site surveys
- Construction documents
- Project/campaign management
- Equipment/materials procurement
- BIM modeling

**Recent awards**
- DOT 2018 Gold: Sun Bum Baby Bum Target Endcap - Sun Bum.

**Recent retail projects**
- Our retail projects have been focused on improving the customer experience in several industries. From helping to build a $1 billion concept that has reinvented the auto dealership to designing telehealth solutions that improve the healthcare experience for patients and providers, we’re delivering ideas from strategy, design, and operations to architecture & engineering. We’re creating grocery operations solutions and adding a cafe experience at a major retailer. We just can’t name names, yet!

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### WestRock

**westrock.com**

**Contact**: Jill Andersen, jill.andersen@westrock.com

**Project types**
- Flagships
- Retail prototypes
- Marketing program development
- Popups
- Shop-in-shops
- One-offs
- Rollouts
- Kiosks
- New product launches
- In-store promotions

**Design services**
- Retail interiors
- Fixture/display design
- Packaging design

**Additional services**
- Shopper/market research
- Brand strategy
- Site surveys
- Construction documents
- Merchandise planning
- In-store demos/sampling

**Recent awards**
- DOT 2018 Gold: Sun Bum Baby Bum Target Endcap - Sun Bum.

**Special expertise**
- Sustainable design
- Design for resilience
- Universal design

**Recent retail projects**
- In April of 2019, WestRock worked with Smile Direct Club for their "Smile Shops" store-within-a-store concept for CVS retail stores nationwide. Solutions from signage to permanent cabinetry showed WestRock’s wide array of in-house capabilities. In 2018, WestRock helped Office Depot reconfigure the store experience for full-service interactivity and cafe style elements including spaces for co-working, print and ship, and IT support. Fixturing was made to be durable and clean for store traffic.