

2020 Design Firm Guide

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: Hurley'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.



api(+)
apiplus.com

Contact Juliette Hunsicker, jhunsicker@apiplus.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, 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

2019 Retail Design Institute Competition Best Specialty Purveyors: Butcher's Mark. 2019 Convenience Store News Store Design Awards Best Original Design Honorable Mention, Cruizers. 2019 Shop! Design Awards Gold - Fast Food: Chicken Guy! by Guy Fieri and Gold - Service Retailer: Honest 1 Auto Care.

Recent retail projects

Publix Greenwise small-format grocery prototype. Cruizers C-store prototype. Chicken Guy! by Guy Fieri + Planet Hollywood fast casual restaurant prototype. Hyde Park Village historic open-air retail center renovation. Lee's Marketplace urban grocery prototype. Honest 1 Auto Care hospitality-centric auto repair prototype. Sparkman Wharf outdoor food hall signage + graphics program. Sawmill Market Food Hall historic renovation planning + architecture. DOGPerfect pet store prototype.

Bergmeyer

Bergmeyer
bergmeyer.com

Contact Rachel Zsembery, rzsembery@bergmeyer.com

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

Design services:

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

Additional services:

brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, equipment/materials procurement, BIM modeling

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, historic preservation

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.

BIG RED ROOSTER

a JLL company

Big Red Rooster
bigredrooster.com

Contact Aaron Spiess, aspiess@bigredrooster.com

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

Design services

architectural design, retail interiors, graphic design, VM/window 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

CALLISONRTKL™

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

Additional services

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

Recent awards

Shop! Design Awards: ABC-MART Grand Stage and PetCoach. RDI International Store Design Competition: ABC-MART Grand Stage, PetCoach, JA Jiaozi Authentic, and Duty Zero Hong Kong Airport. VMSD Retail Renovation Competition: ABC-MART Grand Stage.

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.: This location is the second of 7-Eleven's flagship stores. 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

ChangeUp
changeupinc.com

Contact Lynn Gonsior, lynn.gonsior@changeupinc.com

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

Design services

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

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

Recent awards

Shop! Design Awards: Buffalo Wild Wings. Convenience Store News' Store Design Contest: Wawa. design:retail 40 Under 40: James Bacon. VMSD Designer Dozen: Haley Kunka. Inc. 5000 Series: Midwest. Transform Awards: Duquesne University Athletics.

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 LAHOUE STUDIO

Christian Lahoude Studio
christianlahoude.com

Contact Christian Lahoude, 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

Additional services

brand strategy, site surveys, construction documents, project/campaign management, equipment/materials procurement

Recent awards

Finalist in Interior Design NYCxDesign awards in the large Co-Working space category. Featured in Interior Design Magazine Best in Design Issue 2019. First Place Winner for VMSD 2019 International Visual Competition for Jimmy Choo Rome via Condotti flagship. design:retail 40 Under 40 May 2016.

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 flagships; 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

International Visual Awards, Pop-up: Julie's Groovy World, American Girl. Most Experiential Retailer: COVERGIRL, Times Square. Stores of the Year: Hershey's Chocolate World, Times Square. Innovation Awards: KFC Australia, drive-thru-only. SEGD Environmental Award, Brewery Heritage Trail.

Recent retail projects

Market by Macy's. Yankee Candle. Men's Wearhouse. COVERGIRL Times Square. KFC Drive-Thru Only. Cincinnati Reds Hall of Fame.



GH+A Design Studios

ghadesign.com

Contact Montreal Studio, mmclean@ghadesign.com

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

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

Common Citizen - Flint Michigan - ICSC North America Design and Development, Gold. Hudson's Bay - Les Promenades Gatineau - ICSC Canadian Shopping Centre Awards. Hendriks Restaurant & Bar - ICSC Canadian Shopping Centre Awards. Saks Food Hall by Pusateri's - ICSC VIVA Best-of-the-Best 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.



High Road Design Studio

highroadstudio.com

Contact Megan Stone, megan@highroadstudio.com

Project types flagships, retail prototypes, marketing program development, one-offs, rollouts

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

Shop: Specialty food & consumable (2). VMSD: International Visual Competition (2). Shop: Wall treatment. RDI: International Design Competition. VMSD: Retail Renovation Competition. Design:retail: Design firms of the year.

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.



Jerry Birnbach LLC

jerrybirnbach.com

Contact Jerry Birnbach, jerry@jerrybirnbach.com

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

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, VMSD, 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

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, site surveys, construction documents, project/campaign management, equipment/materials procurement, BIM modeling, merchandise planning, in-store demos/sampling

Recent awards

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 & Best Sustainable Stand for L'Oréal.

Special expertise

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

Recent retail projects

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 & 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.



KRAIDO

kraido.com

Contact Kraig Kessel, kraig@kraido.com

Project types flagships, retail prototypes, rollouts

Design services

retail interiors, graphic design, identity design/logo development

Additional services

brand strategy

Recent retail projects

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.



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

Design services

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

Additional services

shopper/market research, brand strategy, real estate analysis/planning, site surveys, construction documents, project/campaign management, BIM modeling, merchandise planning

Recent awards

AIA OC Design Awards Citation, Inspire. International Store Design Competition, Conceptual Category Winner & Grocery Category Winner. Rethinking The Future 1st Place, Pop-Ups & Temporary. Spectrum Awards 1st Pl., Grocery, C-Store, Drugstore. VMSD Retail Renovation Competition 1st Place Service Retailer.

Special expertise

sustainable design, universal design, historic preservation

Recent retail projects

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 & flexible spaces for group travel.



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.



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, VM/window 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.



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

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 Honorable Mention, "Interior Design."

Recent retail projects

7-Eleven - Cashierless Store Prototype. MGM Resorts International - MGM Grand & Co. Retail Store. Taos Ski Valley - The Blake Residences Gift Shop. Gold's Gym - Gold's Venice Beach Retail Store.



ONEWE DESIGN
万维商业空间设计

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

onewedesign.com

Contact Aiqing Gong, gongaiqing@onewedesign.com

Project types flagships, retail prototypes, popups

Design services

architectural design, retail interiors, fixture/display design, VM/window 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.



Tchai

tchai.nl

Contact Nienke Poolen, nienkepoolen@tchai.nl

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

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

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.



WD Partners
wdpartners.com

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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

2019: Columbus Addy Gold Award, Aramark Harvest Table Brochure. 2019: Shop! Design Awards, PURINA Shop-in-Shop in Schnucks Market. 2019: Retail Design Institute (RDI), SHAKE SHACK for excellence in design and execution. 2019: Commercial Construction & Renovation, Project Profile award for IKEA.

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!



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, equipment/materials procurement, merchandise planning, in-store demos/sampling

Recent awards

2020 Clio Award: "Fantastic Beasts: Crimes of Grindelwald WOW Display - Warner Brothers. 2019 OMA Gold: Harry's Shower Dude Endcap - Harry's, Baby Bum Target Endcap - Sun Bum, Incredibles 2 Wow Display - Buena Vista Home Entertainment. 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.
