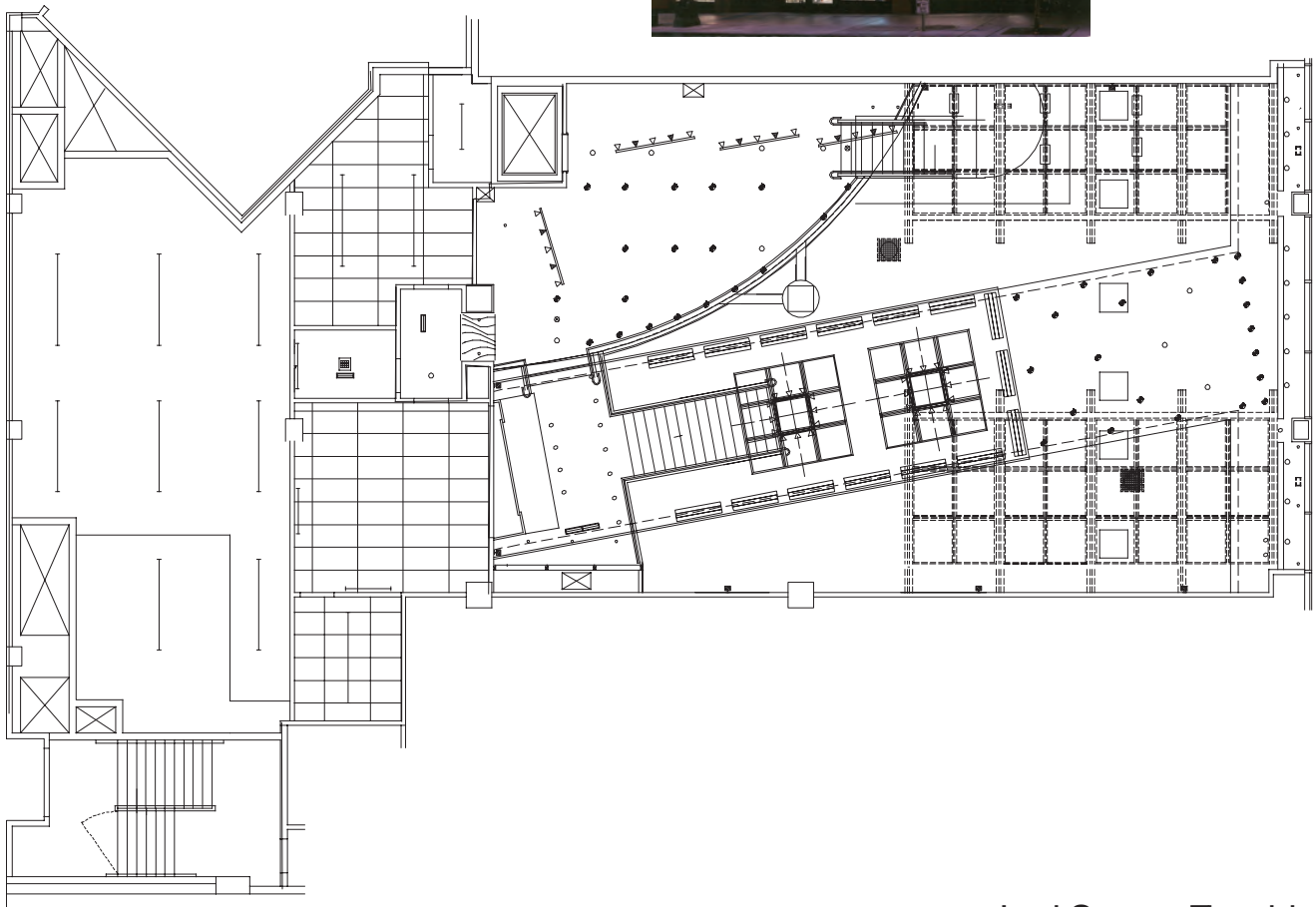
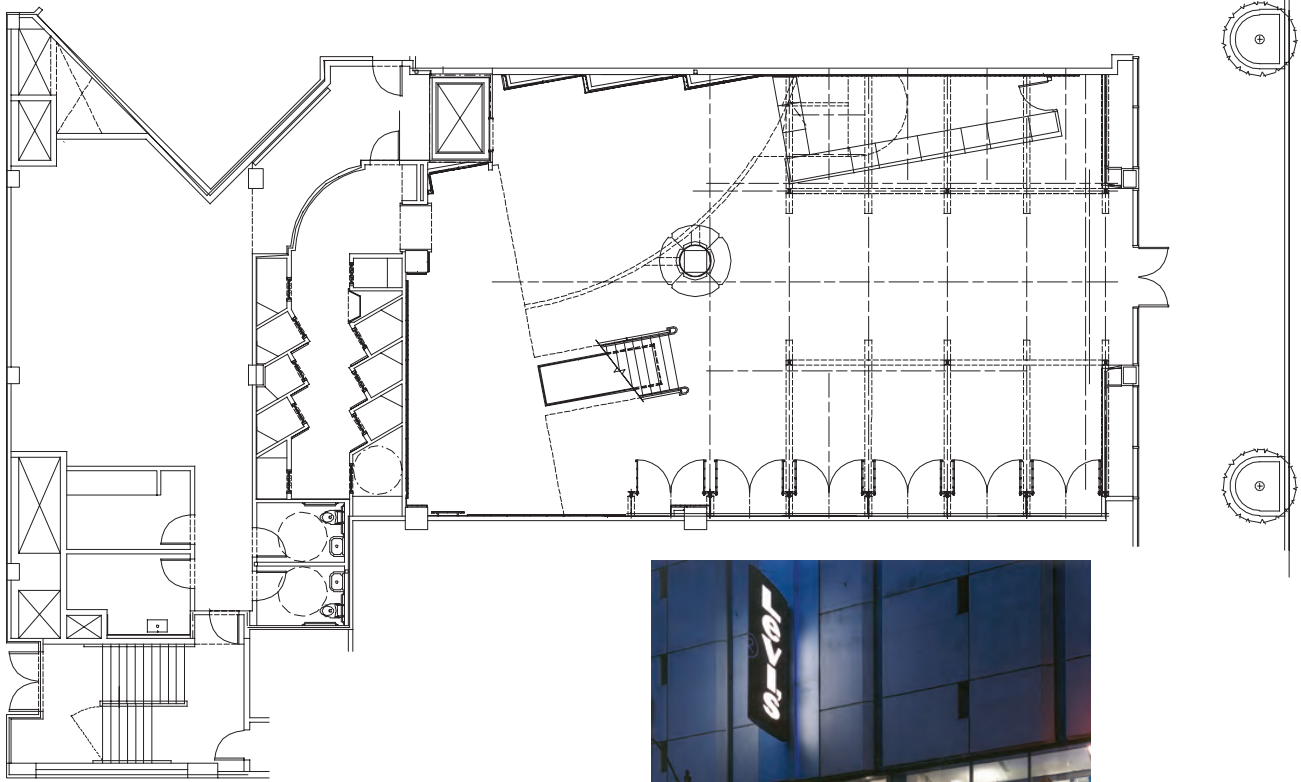
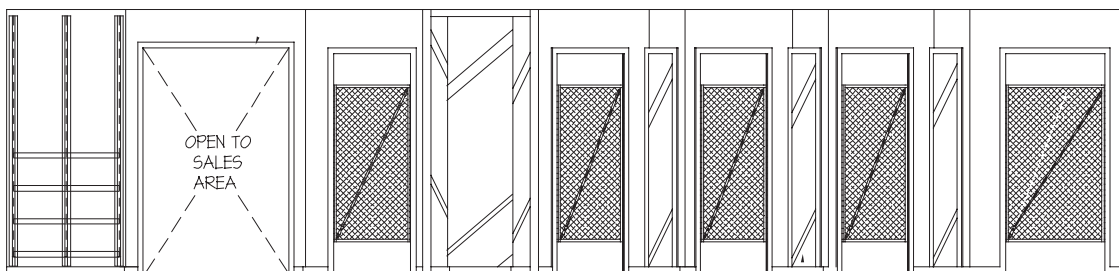
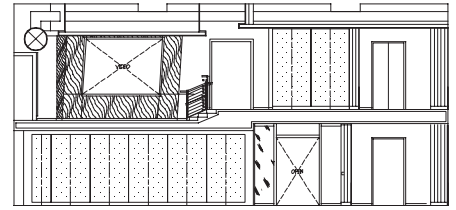
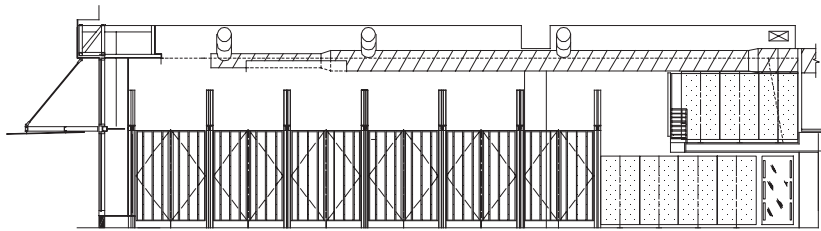
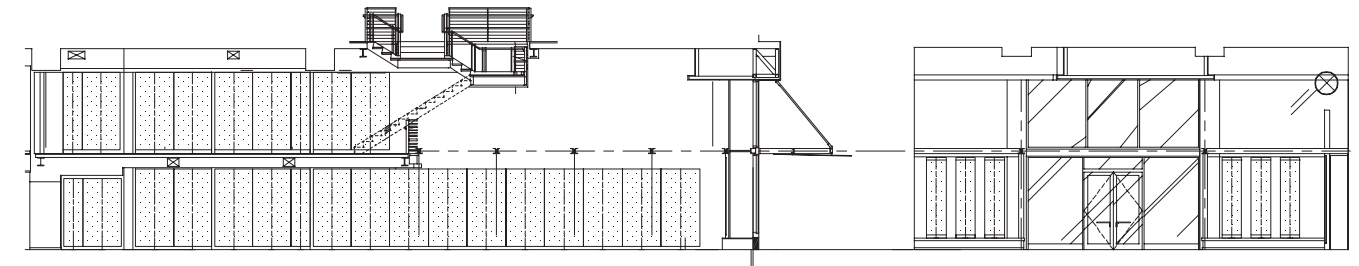




Flagship Locations

Locations:
Seattle, Washington
Boston, Massachusetts





Levi Strauss Flagships



Levi Strauss Flagships



the Levi's store

Client Team: Levi Strauss & Co., San Francisco – Paul Loux, associate director of store design; Theresa Kent, senior project manager, store design; Chad Hinson, visual merchandising manager; David Bobrow, digital media content manager

Design Team: Bergmeyer Associates Inc., Boston – David Tubridy, president; Joseph Nevin, Jr., principal-in-charge; Claudette Lavoie L'Huilier, associate-in-charge; John Weglarz, project manager; Andy Estabrooks, job captain; Joseph Fiorello, Jr., and John Turner, designers; Jamie Roark, junior designer
Checkland Kindleysides, Leicester, England – Jeff Kindleysides, co-founder; Jason West, director of design; David Wright, design director; Carl Murch and Geoff Bogacki, senior designers; Russell Ashdown, designer

Architect: Bergmeyer Associates Inc., Boston

Outside Consultants: The Lighting Design Group, Allston, Mass. (lighting); Richter+Ratner, Maspeth, N.Y. (general contractor)

Suppliers: Edwards Technologies Inc., El Segundo, Calif. (audio/video); Garco Corp., Clifton, N.J. (furniture); Andres Imaging and Graphics, Chicago (graphics); Standard Electric, Wilmington, Mass. (lighting); Priority Sign Co., Birmingham, Ala. (signage)

► SPECIALTY STORE, SALES AREA 5001 TO 10,000 SQ. FT.

the Levi's store

Seattle
*Bergmeyer Associates Inc.,
Boston and Checkland Kindleysides,
Leicester, U.K.*

Levi Strauss & Co. (San Francisco) tapped designers from two continents – Checkland Kindleysides (Leicester, U.K.) and Bergmeyer Associates (Boston) – for the design of its specialty flagship store in Seattle, called the Levi's® store.

Charged with repositioning the Levi's brand to connect with youthful shoppers, designers chose to break the "denim wall" mold by hanging or resting product on flexible shelves, allowing the fabrics' individual characteristics to speak for themselves. Wall systems display splashes of product, with unfolded merchandise strapped down for flair.

A simple matrix of moveable poles and wall sockets serves as the basic merchandising system, but because it allows for minimal storage, stock can be found behind translucent doors, available to customers and staff.

The store's contemporary look is carried out through the use of uniquely integrated graphics and digital projections of art and film from local artists. Instead of traditional material, wide, translucent Simplex PVC strips serve as video projection screens.

[See source lists beginning on page 102].

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