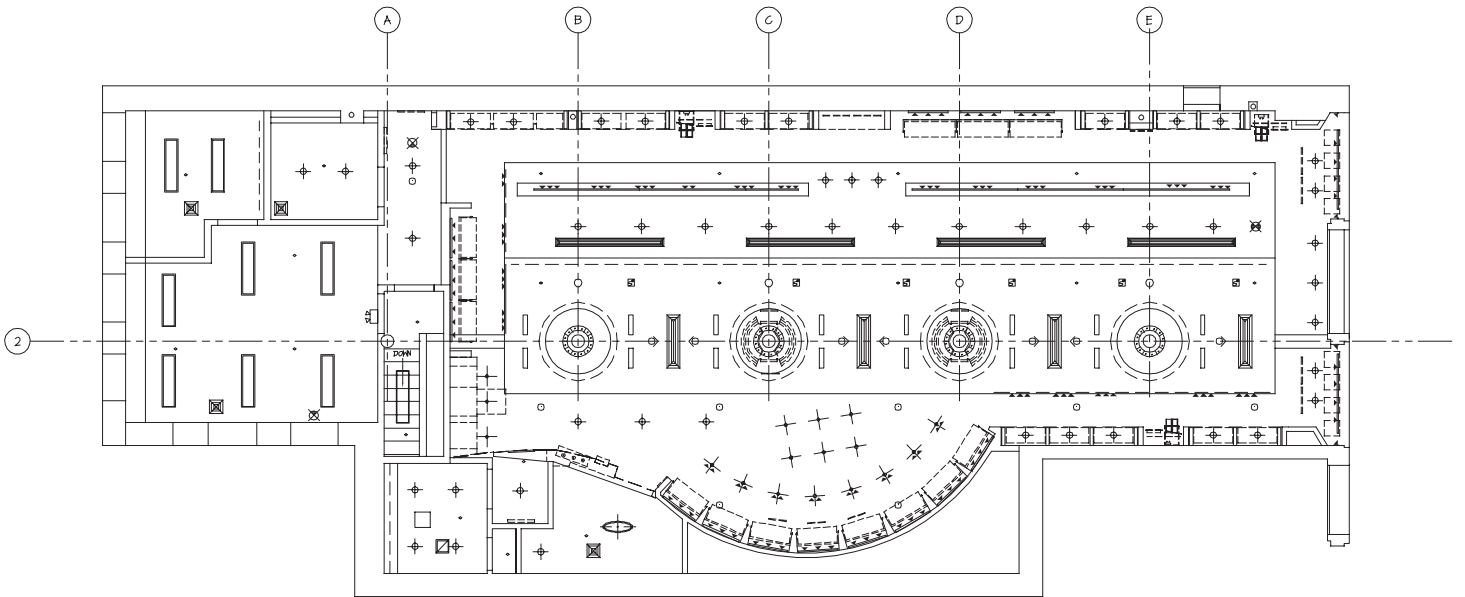
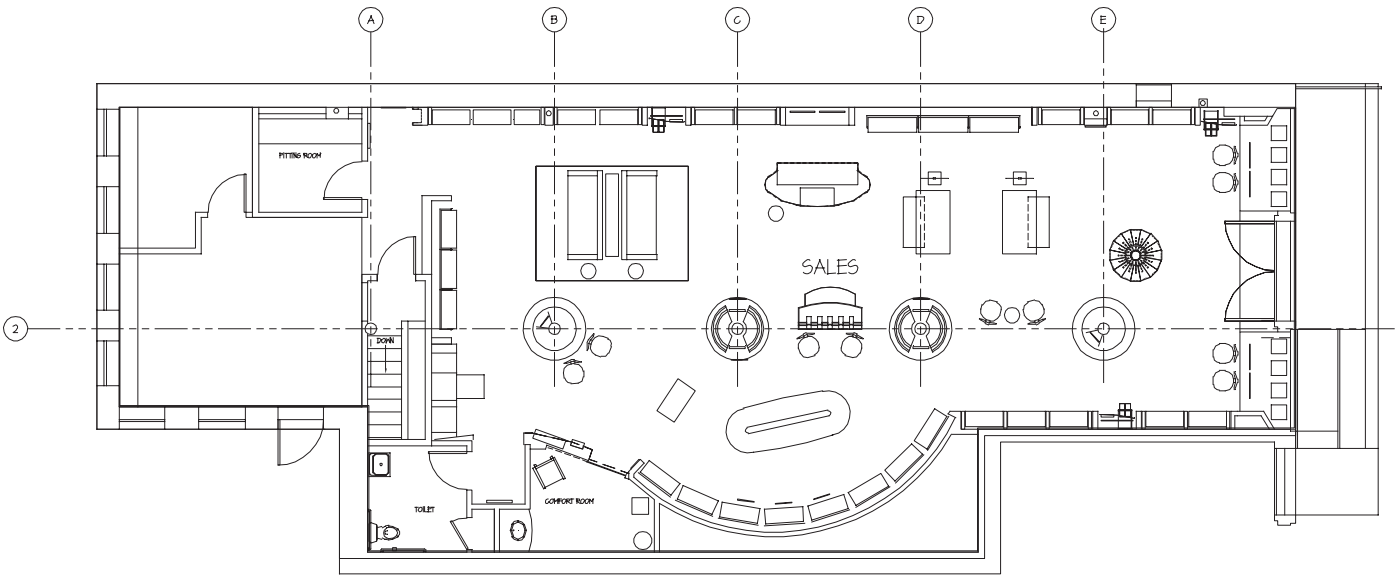
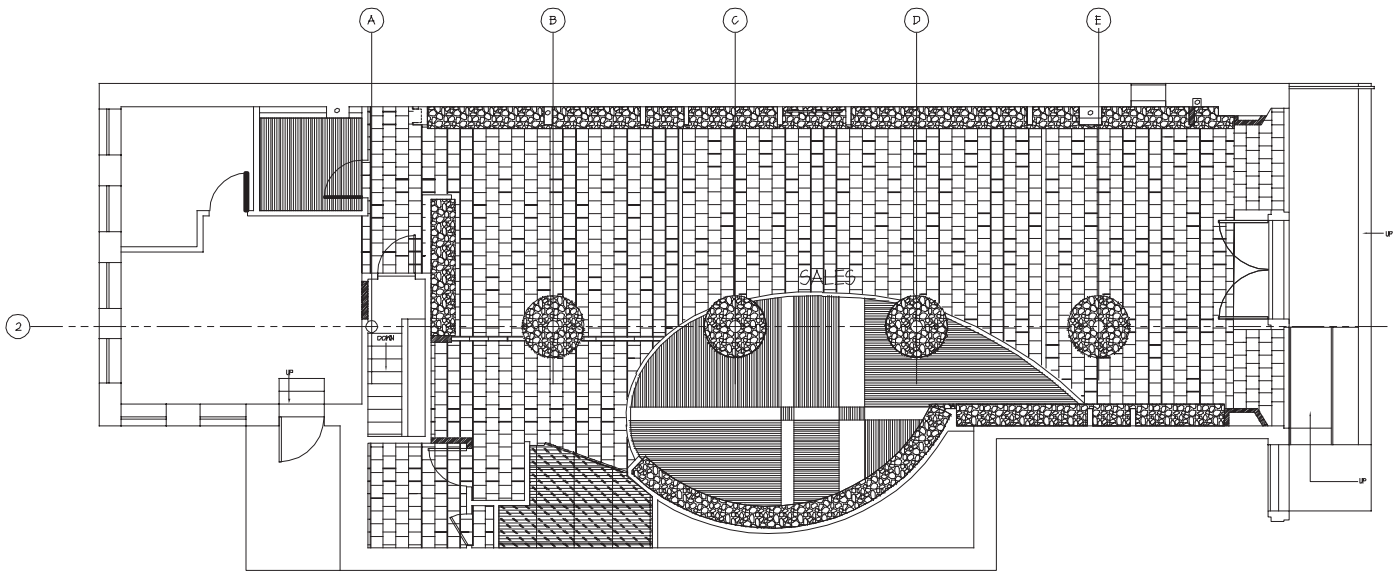




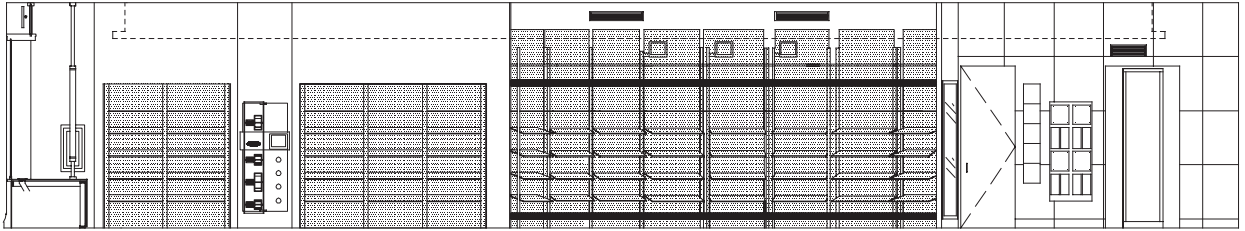
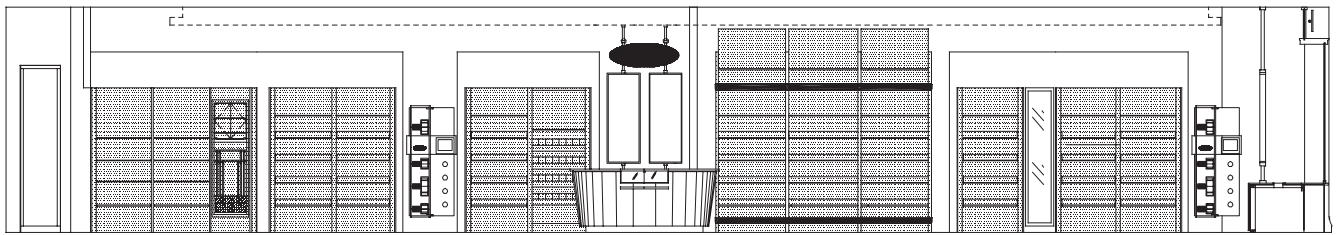
Flagship Locations

Locations:
Soho, New York
Boston, Massachusetts





Rockport Flagships



SPECIALTY STORE, SALES AREA 1001 TO 2000 SQ. FT.



FIRST PLACE ROCKPORT

New York City
Bergmeyer Associates Inc., Boston

The new Rockport prototype emphasizes the company's commitment to its "New Comfort" positioning and presents the Rockport brand as an authentic, American-engineered, technologically advanced footwear.

Designers infused the store with elements that evoke a sense of calm energy and carry the product's qualities of lightness and comfort.

Lighthouse fixtures act as "beacons," lighting the way to the store's rear, while simultaneously acting as dividers and providing space to merchandise products. A glowing circle of light above each fixture reinforces the "guiding light" concept.

Other store lighting includes streamlined, state-of-the-art fluorescent fixtures mounted to thin shelves; pendant fixtures; and backlit frosted panels. Indirect soffit lighting also softens the edge and enforces the quality of glowing light throughout the store.

One area of the store is devoted to relaxation and education. Here, customers can put their feet up – literally – and receive a foot massage while brushing up on foot trivia.

(See source lists beginning on page 100.)

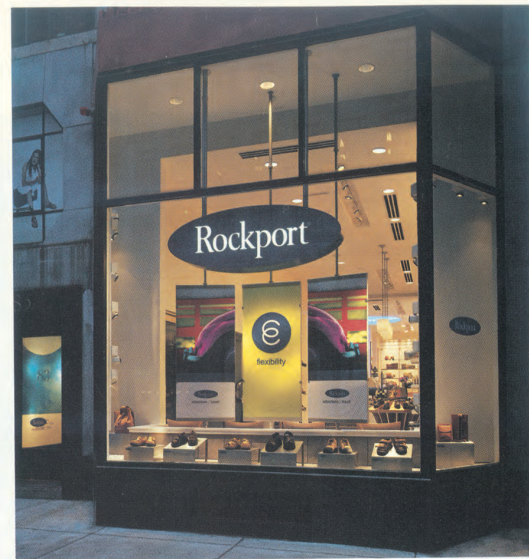


CHUN Y. LAI PHOTOGRAPHY, NEW YORK CITY



Rockport uses photo imaging technology to create a system of high-resolution in-store graphics, including window displays sandwiched in suspended acrylic frames. Invisuals, Boston, output the 26-by-59-in. images onto photographic paper using a Kodak Durst Lambda. Graphics are changed monthly according to store theming. The new Rockport Concept Store on Boston's Newbury Street was designed by Bergmeyer Associates, Boston; graphics are by Rockport, Marlboro, Mass.

LUCY CHEN, SOMERVILLE, MASS.



LUCY CHEN, SOMERVILLE, MASS.

Rockport uses photo imaging technology to create a system of high-resolution in-store graphics, including window displays sandwiched in suspended acrylic frames. Invisuals, Boston, output the 26-by-59-in. images onto photographic paper using a Kodak Durst Lambda. Graphics are changed monthly according to store theming. The new Rockport Concept Store on Boston's Newbury Street was designed by Bergmeyer Associates, Boston; graphics are by Rockport, Marlboro, Mass.