



SESSION: MAXIMUM IMPACT STORE IDEAS

Michael Hale, retail REHAB

Design Tips for retailers

creating
a sense of place...

Presented by: Michael Hale, CEO / founder of retail REHAB

SEASIDE RETAILER OBSERVATIONS:



- Seaside retailers are geographically near resort towns and vacation spots.
- Customers are generally community-driven and/or tourism based.
- A place for momentos from a specific place and time.
- There is a casual, playful approach to the ambiance.
- All 5 senses are engaged – sight, sound, smell, taste and touch...

QUESTIONS:

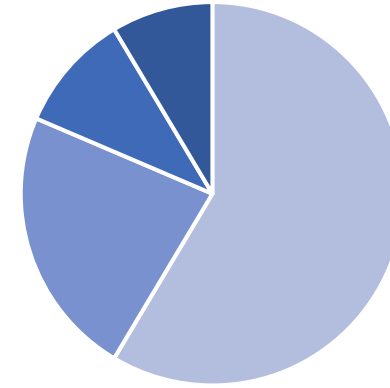
ASK YOURSELF...

- Is my store fun to explore?
- Is my store accessible with clear paths of travel?
- Are my shelves stocked?
- Is my store clean?
- Can I see my customers as they navigate?
- What are my top selling sku's? *& are they in the right location?*
- Do I have what my customers are looking / asking for?

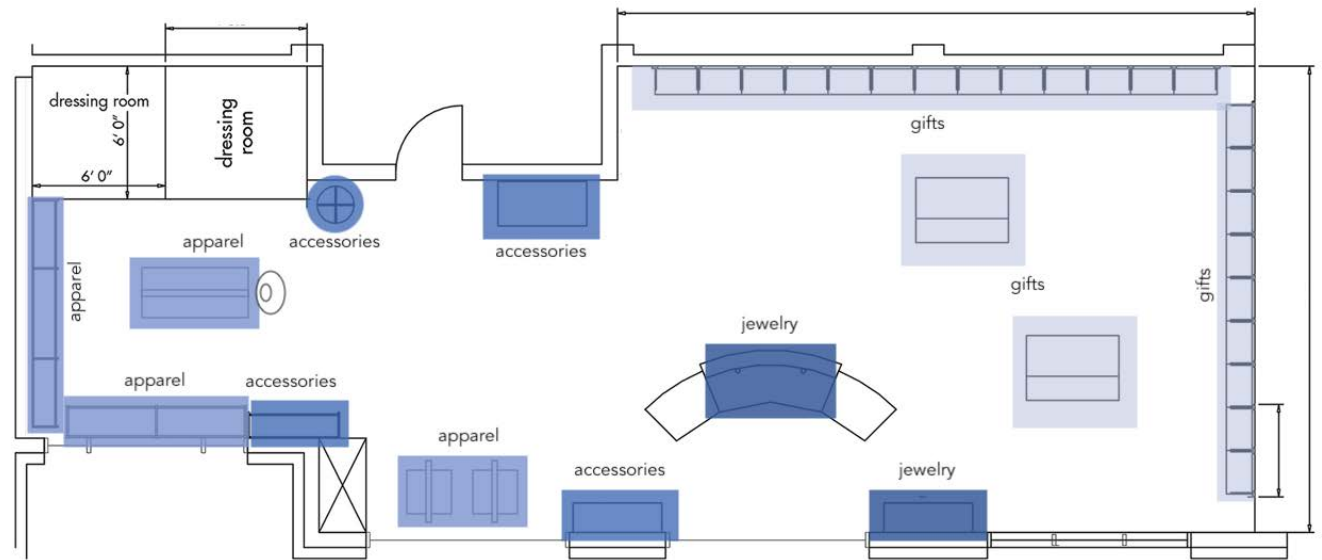
SPACE PLANNING:

- Space planning is a strategy that helps retailers validate space on the sales floor by category (or item), based on historic sales analysis.
- In a nutshell, it's allocating space according to sales – if a category is 30% of my sales, it should occupy about 30% of my selling floor space.
- However, take into consideration adjacencies for cross-merchandising, theft issues and architectural elements (like location of a fitting room or POS area).

Category Sales



■ Gifts - 56% ■ Apparel - 24% ■ Accessories - 11% ■ Jewelry - 9%



SPACE PLANNING:

Read more about our space planning process in
Seaside Retailer Magazine – NOV-DEC 22



DESIGN INSPIRATIONS: BEACH CHIC



get inspired
by residential
interiors



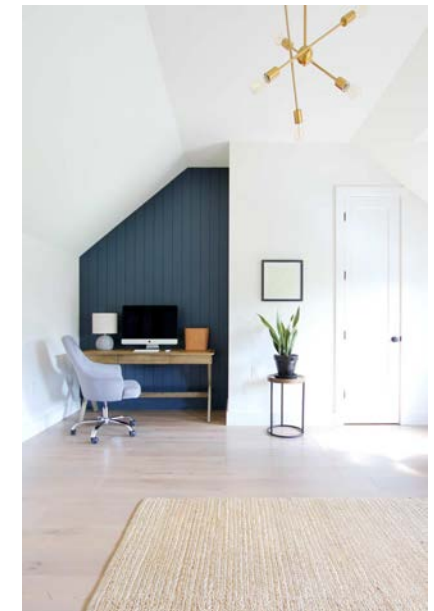
DESIGN INSPIRATIONS: BEACH CHIC



*get inspired
by residential
interiors*



DESIGN INSPIRATIONS: NAUTICAL



get inspired
by residential
interiors

stay true to your
store's location &
feature geographical
icons...

DESIGN INSPIRATIONS: NAUTICAL



get inspired
by residential
interiors

Have fun with
Design
elements...

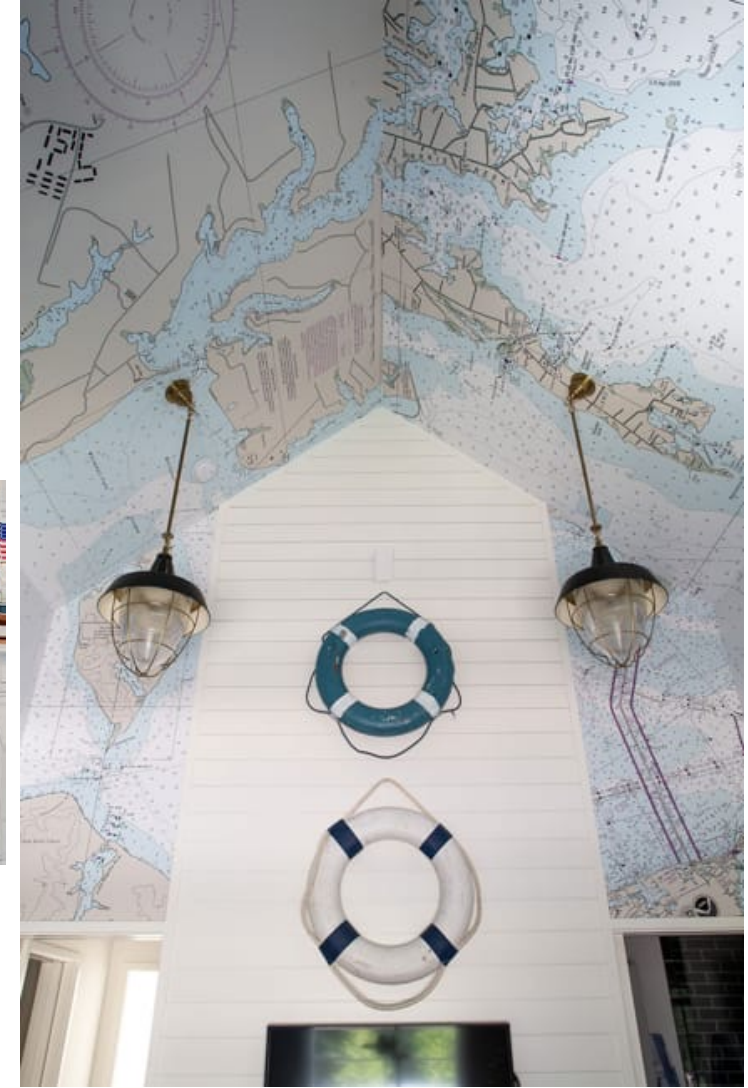


DESIGN INSPIRATIONS: FEATURE WALL GRAPHICS



*get inspired
by residential
interiors*

*large graphics and
fun wallcoverings make
a strong impact...*



DESIGN INSPIRATIONS: FEATURE WALL GRAPHICS



oversized graphics can
relay brand identity and
solidify a sense of place...



DESIGN INSPIRATIONS: RETAIL STORES & DISPLAYS



*A few great retail displays
& product presentations*



DESIGN INSPIRATIONS: RETAIL STORES & DISPLAYS



*A few great retail displays
& product presentations*



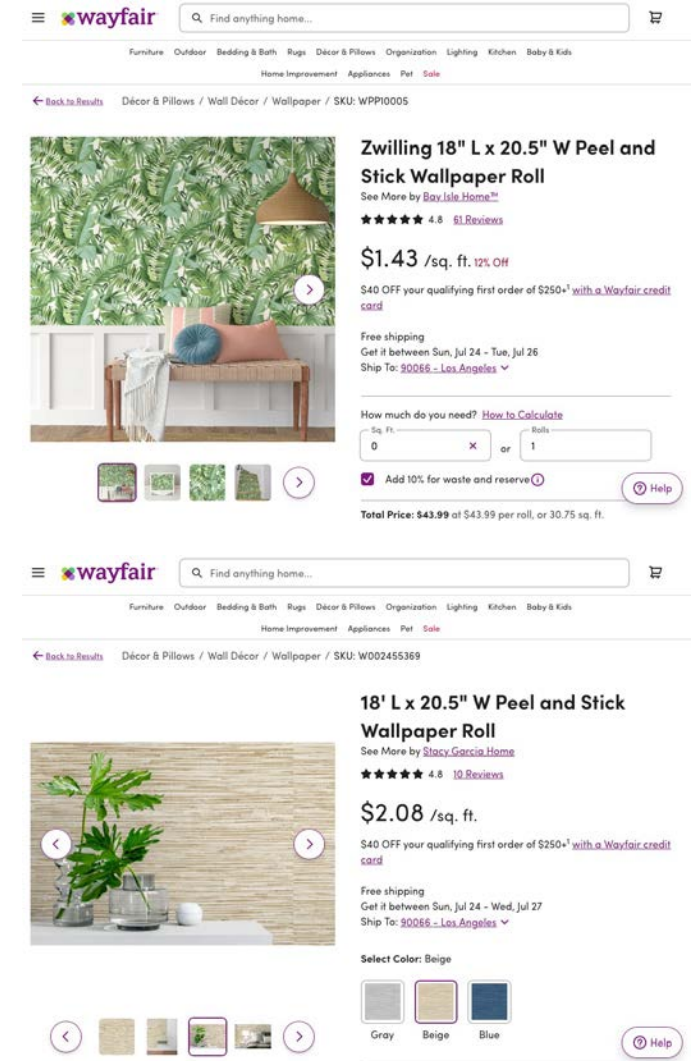
MATERIALS – WALL TREATMENTS



Peel-n-stick wallpapers are a great option for creating a themed area and can be changed out easily, as needed.



Linen patterned vinyl peel-n-stick wallpaper makes a great backdrop to dark, "drab" cabinetry...

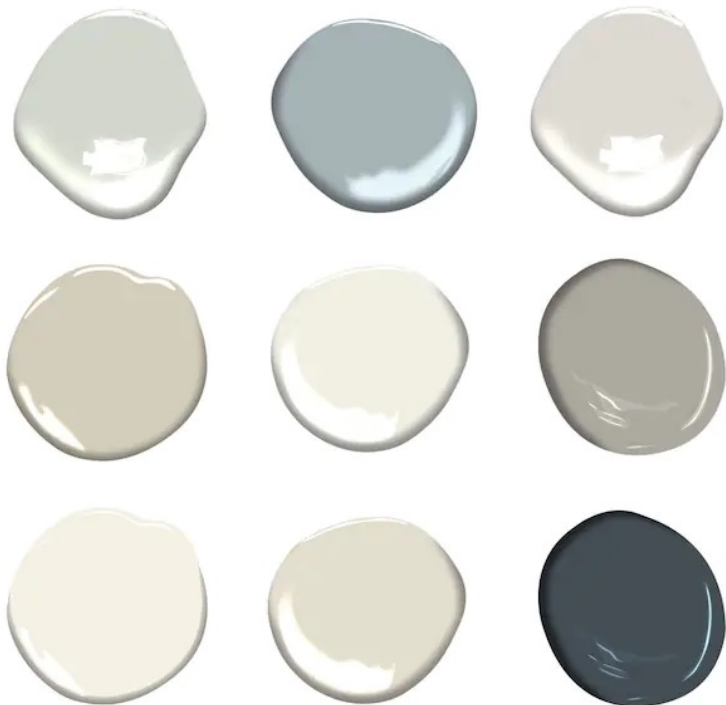


MATERIALS – PAINT

SHERWIN-WILLIAMS

BEACH HOUSE

WHOLE HOUSE PAINT PALETTE



SW 6529
Scanda



SW 7014
Eider White



SW 6415
Hearts of Palm



SW 6204
Sea Salt



SW 6772
Cay



SW 7036
Accessible Beige



SW 6478
Watery

Develop a color palette that accentuates your brand/products. Feature wall colors can create bold statements....



SW 7005
Pure White
Interior / Exterior
Location Number: 255-C1

SW 8917
Shell White
Interior / Exterior
Location Number: 264-C1

SW 6871
Positive Red
Interior / Exterior
Location Number: 101-C7

SW 6811
Honorable Blue
Interior / Exterior
Location Number: 179-C7

MATERIALS – NATURAL MATERIALS



Burlap, raffia and natural weave fabrics can lend a sense of texture to any interior design... residential linen drapes/sheers or table runners are great in-stock options to enhance displays or your store's ambiance...

ACCESSORIES – ART



Another great resource is [shutterstock.com](https://www.shutterstock.com) for stock images of seaside foliage or graphic images...



Take photographs of local foliage and print/frame it and you can create site-specific works of art...



www.shutterstock.com · 1937838646



www.shutterstock.com · 749875291



www.shutterstock.com · 2004873012



www.shutterstock.com · 1933708190

ACCESSORIES – DECOR



Framed art, vases, trays, risers, sculptures and tabletop décor items can help to enforce your geographical theme. Shop wholesale for fixtures, tables and décor elements and add them to your retail assortment mix...



FIXTURES – TABLES



Furniture pieces (traditionally intended for residential use) often provide a softer and more comfortable presentation for retail goods...

FIXTURES – ETAGERES



Etageres are free-standing merchandising units that take up very little floor-space but allow for vertical merchandising of themed collections.



Pre-assembled or flat-pack "in-stock" wall units are good ways to present products on perimeter walls.

FIXTURES – RACKS



Develop a firm ideal of fixture colors or style.... Many vendors carry or can semi-customize to match your interior and make "stock" fixtures feel custom....



CASE STUDY:



Flagship Store - Huntington Beach, CA

CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



Client objectives:

- Flagship store location
- Strong brand identity
- True to the brand
- Comfortably chic
- Shows off the product
- Feels like a chic beach cottage
- Areas of discovery
- Light, bright & air-y
- Cost-effective, but dramatic solutions

Our process:

- Space planning to determine product placement strategies
- Create Design Board of proposed materials, finishes and colors
- Develop 3-D drawings (properly scaled & textured) for client review and approval
- Finalized finishes & materials
- Resourced stock fixtures
- Provided detailed drawings for all custom millwork and cashwrap
- Project-managed contractors, sub-contractors and various trades
- Provide detailed cost for project
- Merchandised the products

Start-to-finish support...

CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



Renderings:

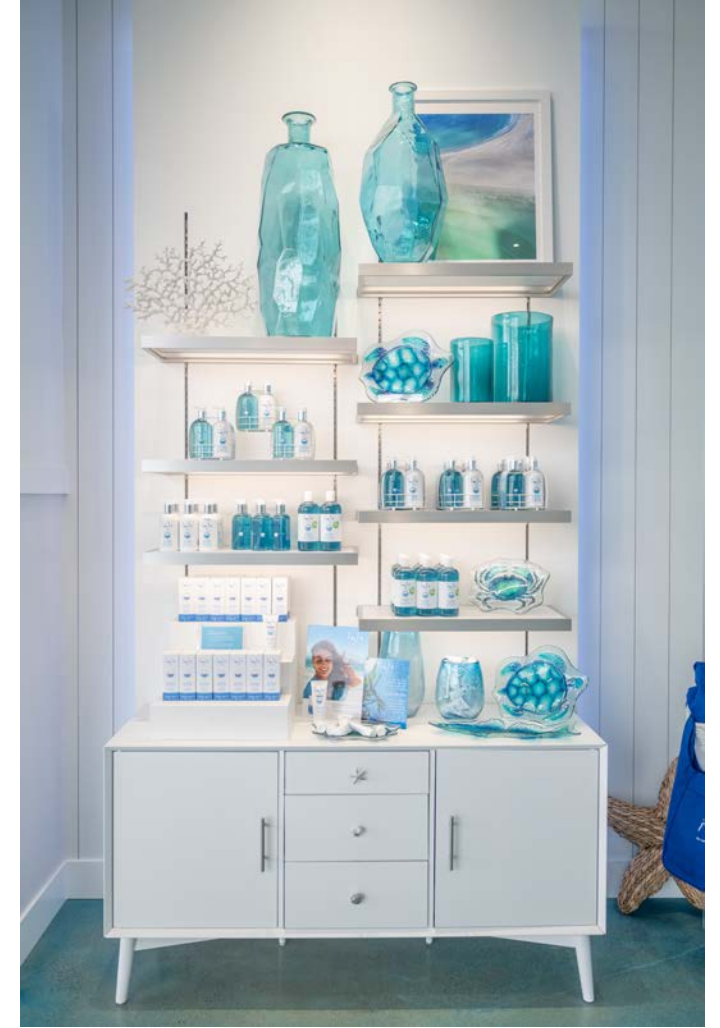


As-Built:

CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



SW 7006
Extra White
Interior / Exterior
Location Number: 257-C1



Materials
& Finishes:



Material Choices:

- CRISP & AIR-Y WHITE PRIMARY PAINT COLOR
- SHIP LAP SIDING ON WALLS & FIXTURES
- NATURAL WOVEN RUG & ACCESSORIES
- "OCEANIC" STAINED CONCRETE FLOORING
- NATURAL WOOD SHELVING UNITS & TABLETOPS
- "SAND" COLORED SOLID SURFACE MATERIAL
- ACOUSTIC CEILING DETAIL MADE FROM RECYCLED PLASTIC BOTTLES



CASE STUDY: Inis the energy of the sea - Huntington Beach, CA



Merchandising & Display Tips:

- CREATE THEMED STATEMENTS
- ALLOW PRODUCTS TO BE PRIMARY FOCUS
- ALLOW PRODUCTS TO "BREATHE"
- RISERS & PROPS USED AS ENHANCEMENTS



CONTACT US:

For Store Design, Fixture Design,
Space Planning, Merchandising,
Marketing, Visual Merchandising &
Visual Display services...

retail **REHAB**, Inc.

retail-rehab.com

FOLLOW US ON SOCIAL MEDIA:



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@_retailrehab



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@retail-rehab



FACEBOOK:
@RetailRehab

JUST A FEW OF OUR PREVIOUS SEASIDE RETAILER CLIENTS HAVE INCLUDED:

