

BEHIND THE SCENES OF THE RETAIL DESIGN



WHY OPENING A STORE?

AMBITION



RETURN

- Elevate **image, awareness, credibility, lifestyle expression,**
- **Volume Growth**
- **Expansion**
- Transforms the store into a **brand landmark** and immersive experience

**AMBITION
REVEALS
DIRECTION**

FROM:

Brand Strategy



TO:

Stakeholders



**AMBITION
TURNS INTO
COLLECTIVE AMBITION**

FROM COLLECTIVE AMBITION TO COLLECTIVE EXECUTION:

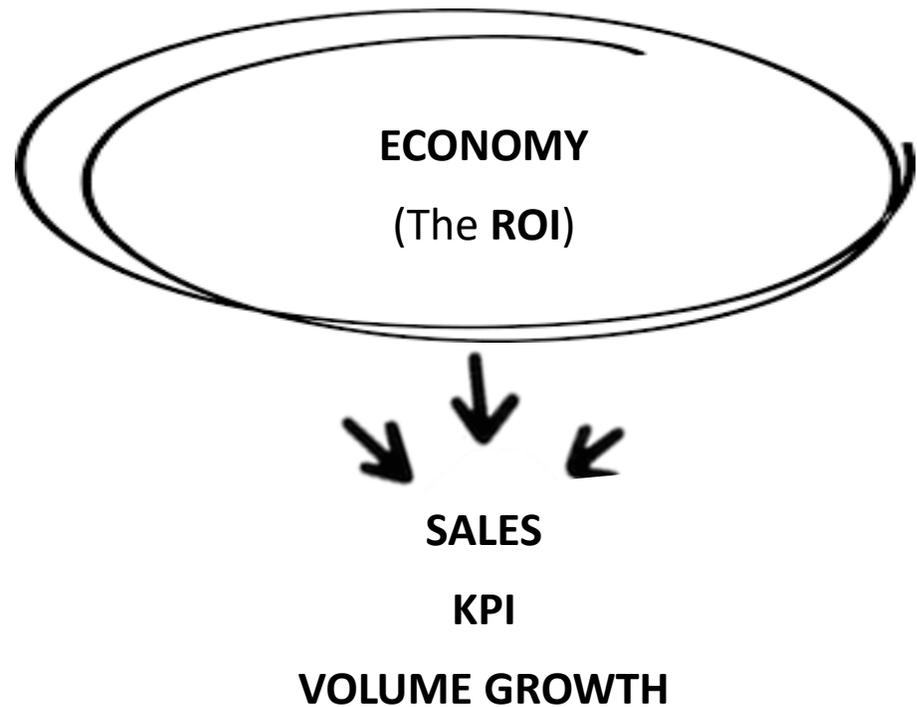
- Working on a **COLLECTIVE MASTERPIECE** where each stakeholder is creating a store engineered to perform, inspire and endure.
- Creating **CROSS-FUNCTIONAL ALIGNMENT TOOLS** able to ensure timings, organization, and representation with consistency
- Apply a **UNIFIED PROJECT-MANAGEMENT** structure where every area contributes

THE RETAIL DESIGN VM ROLE:

- **CONNECTOR** between **BRAND PURPOSE – CONCEPT DESIGN - EXECUTION**
- Translate **BRAND VISION** into **CUSTOMER EXPERIENCE** and **COMMERCIAL IMPACT**
- **Craft the JOURNEY:** flow, lighting, storytelling, focal points, fitting room magic for a lifestyle immersion.
- Turn 'AMBITION' into a **VALUABLE AND CONSISTENT AESTHETIC GLOBAL SIGNATURE** of the Brand.

AMBITION → COLLECTIVE EXECUTION → RETURN

THE DOUBLE AMBITION/RETURN



Case Study 1: The ROI

ROERMOND – INGOLSTADT - METZINGEN

- Outlet Store Villages in Netherlands and Germany
- Total Refurbs
- Store Design finalized to:
 - Elevate the 'Outlet Consumer Experience'
 - Flexible and Functional Open Concept
 - Focus Points
 - Product Knowledge
- Roermond most profitable store of the network, Metzingen low rank performer, Ingolstadt opportunity market

After refurb net sales growth vs PY:

ROERMOND

+6.6% in 2024, **+7%** in 2025

METZINGEN

+9.3% in 2024, **+31.8%** in 2025

INGOLSTADT

+24% in 2024, **+26%** in 2025

Case Study 1: The ROI



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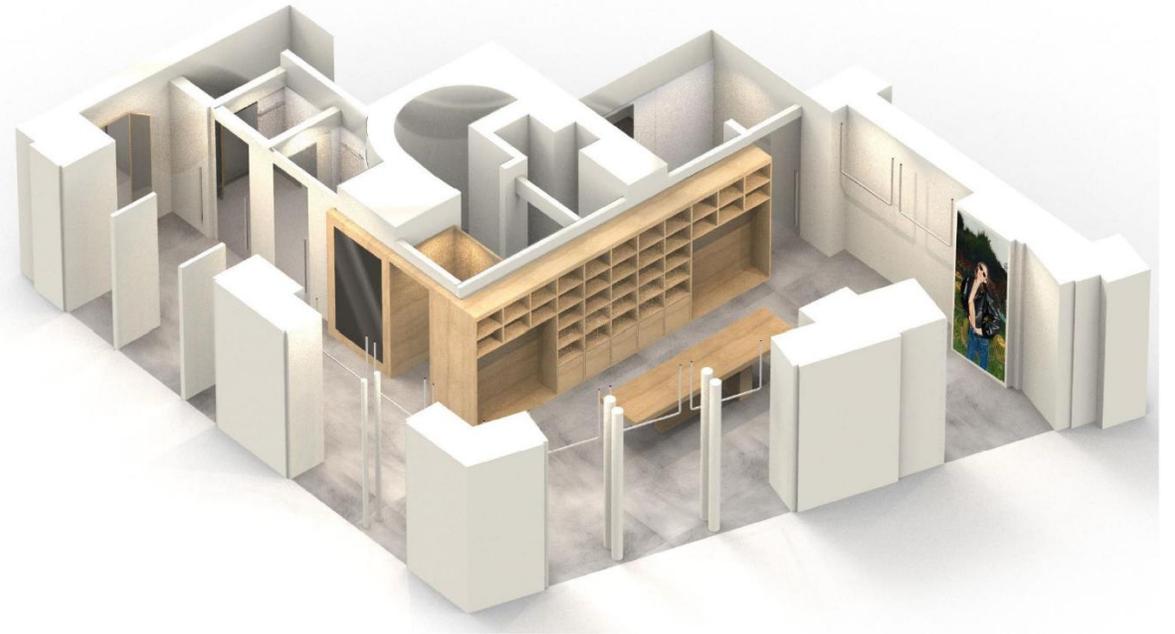
Case Study 1: The ROI



Case Study 2: The ROE

PARIS SAINT HONORE'

- Location: Rue Saint Honorè, luxury and fashionable highstreet
- 2024 Last minute opportunity of a 2-years term POP UP
- Project Start on July 1st - Store Opening on September 5th
- Tailored New Elevated Design Concept
- Ambition of a broader evolution of the Brand
- Olympics Games challenge





7FORALLMANKIND - 215 Rue Saint-Honore', Paris







A black and white photograph of Michael Jordan in a celebratory pose. He is wearing a Chicago Bulls jersey and has his mouth wide open in a shout or cheer. His right arm is raised, and his left hand is on his shoulder. The background is dark, making the player stand out.

“TALENT WINS GAMES, BUT TEAMWORK AND INTELLIGENCE WINS CHAMPIONSHIPS.”

MICHAEL JORDAN

THANK YOU