

BRANDS	BRAND HISTORY	RETAIL OUTLOOK	WINDOW DISPLAY	MERCHANDISING/ DISPLAY	CUSTOMER PROFILE	INSTORE MESSAGING	YOUR OBSERVATIONS	IMPROVEMENT AREAS	YOUR RECOMMENDATIONS
BALENCIAGA	<p>1919 – Spanish designer Cristobal Balenciaga. Spain.</p> <p>HQ: France</p> <p>Parent: L'Oréal</p> <p>Held reputation of uncompromising standards. Very detailed designer.</p>	<p>Monochromatic, serious, different & tried to be unique - “different”. Alien music. Very sleek & serious.</p>	<p>Tall, dark & black display with large clear windows. Allows you to see directly within the store.</p>	<p>Simple, spaced out, outfits were already coordinated and displayed close together as if to suggest styling.</p> <p>No accenting details within the store, only store accents were a coffee cup with the Balenciaga name on it.</p>	<p>Unique, luxury lover. \$80-\$100k+ yearly.</p> <p>Urban cities, luxury consumer.</p> <p>Conservative, simple, monochromatic style.</p>	<p>None. Lots of mirrors.</p>	<p>Outfits were already styled and displayed <i>together</i> as if to suggest coordination from Balenciaga itself. Fitting rooms were off limits to customers. The workers were very serious and even underhandedly rude.</p>	<p>More noise, or merchandise you can touch. More unique picture-esq merchandise should be placed.</p>	<p>Don't try so hard to be different. Play music a bit louder. An atmosphere of welcomes needs to be created? Be true to the original designers vision.</p>

LOUIS VUITTON	1854. Founded by Louis Vuitton. Handbags, suitcases (waterproof) and ready-to-wear. French fashion designer. Made trunks for napoleons wife.	Grand, beautiful and luxurious setting. roman columns, detailed architecture that was eye catching and bold, large windows.	Crazy, creative & eye-catching display of products. Optical Illusions, colorful!	Items were on a simple shelf on display. Lovely display of items by category. Historic merchandise was displayed as accenting.	Creative, expressionary person. Bold personality, classy but creative and loves flair. Affluent. Luxury lover. Classic designer fan.	LV Logo <i>everywhere</i> . Wall/column design has symbols all throughout, extending up to the ceiling.	Store was very prideful of LV heritage, displayed this through the suitcases with LV monogram; the origin of the brands beginning.	No improvements needed. Maybe more creative inside display visuals on screens.	No recommendation, every LV store ive entered was tantalizing, interesting & clean.
FLYING SOLO	Founded by jewelry designer Elizabeth Solomeina. Made up of 45 different brands. (local designerds, independent brands)	Abstract colors and a few patterns. Dark outer face; one side is dark one side is colorful.	Tall, see-right through window display. You can see into the store, but its kind of dark.	Spaced out, bright inside. Clothing was hung on racks, in all different arrangements, glass Casen. Lots of decorative props.	Simple but unique, older in age 30-60 years old. Unique design & style	None	The store was kind of empty. White was a dominating color.	the store needs more people, more of an atmosphere.	More salespeople, more conversation is needed.

CANADA GOOSE	1957. Sam Tick. Toronto. Lucxury outerwear. Used to be metro sportswear Ltd. Made wool vests & raincoats,	Beige, simple vertical architecture. not very exciting.	Tall, glass window facade. You can see into the sore but its also very dark.	Looked like a luxury GAP. Everything was on a rack, busy store.	Young, 18-30. Middle to high income range, street style / hip-hop r&b vibe.	none	the store looked like it was put together in a warehouse. It gave a very retail vibe, this did not scream luxury to me.	the store needs more <i>sleek</i> , chic display. something abstract, untouchable that customers cannot access that shows the luxury stage of the store, or the stores history and craftsmanship.	decorations and displays need to be prioritized, the story needs to give more of a luxury experience instead of gap.
IF BOUTIQUE INC.	1978. Janette Bird, Johnny & Soha Farah.	the front of the store was very plain, simple with Corinthian columns on the face. There was no sign, just tall dark brown doors.	The windows were very tall and see through, and displayed merchandise that would be extremely formal.	The merchandise was very well displayed, laid out as if it was an auction house. Most of the designs that were hung up were extremely clear together and hard to look at.	older in age, 30 to 60 years old. This is meant for appreciators of craftsmanship, leather and high quality luxury. This is not something that they see with their eyes, but during inspection.	none	although the store looked like a flea market, all the items were extremely well made, unique and looked handcrafted. there were many people in the store, who had knowledge about the merchandise.	the store can include more signage and messaging about each theme and the merchandise that it carries.	the store looks like any other store that resells items, the store needs to have a more unique factor that plays with opentheir brand name.

<p>ALEXANDER WANG</p>	<p>2005. Alex used to be director of Balenciaga. From san Francisco.</p>	<p>Completely white, the only color was the name of the brand. It was very eye-catching and themed</p>	<p>the windows were large, and ran throughout the entire length of the store. The wall display and holographics can be seen from outside the store.</p>	<p>the merchandise was displayed in what looked like vending machines for their smaller items, they were labeled with the bright red of the Alexander Wang store.</p>	<p>ages 18 to 28. street wear and St style lovers, this store is for people who want to be unique.</p>	<p>Alexander Wang was displayed on the walls in holographic screens.</p>	<p>the store had the most brilliant design for displaying their theme and the vibe of the store. the wall was completely red, it was a screen from top to bottom and all across the entire store that showed the image of a woman walking across the entire store as if it was a runway. I had never seen this in the store before. The music also matched the energy of the store.</p>	<p>There was very little merchandise for people to look through, more racks that included merchandise could also be included.</p>	<p>The store was perfect, and very fun to walk through. I have no recommendations.</p>
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