

STORE CONCEPTS AND ROLLOUT

Even great teams sometimes need outside eyes.

We work beside your store team at the moments that matter: a new store a few months in, a concept that has stalled, the next format. Start with a day in two of your stores, then three weeks to a roadmap. We can stay on as long as it helps.

Led by James Andrew Smith, who was tasked with building and leading URBN's award-winning in-house design studio and its team. The studio designed more than 200 store environments, and James coordinated an outside architect of record, engineers, expeditors and makers for every one. For each project we put together a team from his network of 27 years, and work beside yours.



ANTHROPOLOGIE, DOS LAGOS, CORONA
PHOTO: BRUCE DAMONTE

START HERE · THE STORE WALK

One day with you in two of your stores, then a written note within five working days. It counts as the Roadmap's first day.

THEN · THE ROADMAP: THREE WEEKS, FIXED SCOPE

1 WEEK 1

Walk the stores.

We walk a sample of your stores chosen with you, read what you already know, and talk to the people who run them.

2 WEEK 2

Check how it travels.

We sort what works from what is luck, and check each idea with your team and with the makers we trust.

3 WEEK 3

The roadmap.

With your team at the table: what to keep, what to fix first, and the next store to build. That is the plan; the team and the build come after.

WHAT YOU LEAVE WITH

- 01 A clear read of your stores today: what works, what fails in daily use, and why.
- 02 The store to build next: layout, materials and fixtures, with what changes from today and why.
- 03 The partners: architects of record, permit expeditors, contractors and fixture makers, suggested from our network, and how to brief them.
- 04 The order: which stores come first and what each one needs.
- 05 Your people at the table throughout, so the plan is theirs the day we leave.

THEN WE BUILD FROM THERE

The roadmap is yours either way. We can stay on beside your team: the next store, the next format or the whole rollout.

- 01 **The store.** The prototype, the fixture family and the store book: what every new store must keep.
- 02 **The build.** A kit of parts for every site, a cost target for every store, makers found and tested.
- 03 **The rollout.** Partners in each market, drawings and site work reviewed, every new store signed off.
- 04 **Your team.** We work alongside them and leave them with everything we learned.

YOUR FIRST STORE ABROAD

James led the store design team for Anthropologie's launch in Europe, and facilitated Free People's move into Japan through a partnership. For a first store in a new country the Roadmap runs four weeks: the extra week finds and briefs the local architect, builder and fixture makers.

JAMES ANDREW SMITH, FOUNDER

A design leader and former COO with a 27-year career and an Oxford Executive MBA. James was tasked with building and leading URBN's award-winning internal design studio, and hired and developed its team.

"...a mentor who facilitated the best of his team's talents in order to drive us toward the best results."

KIR MOORE, WHO WORKED WITH JAMES AT URBN

BOOK A STORE WALK. WE REPLY WITHIN TWO WORKING DAYS.

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