

BOOK 4

# STORES OF THE YEAR

Edited by Martin M. Pegler

# STORES <sup>OF</sup> THE YEAR<sup>®</sup>

Edited by Martin M. Pegler

Retail Reporting Corporation, New York



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# TABLE OF CONTENTS

## INTRODUCTION ..... 7

## I WOMEN'S SPECIALTY STORES ..... 11

BARNEY'S, New York, NY .....	12
MISS JACKSON, Tulsa, OK .....	16
THE LIMITED, New York, NY .....	20
HUMPS, Bal Harbour, FL .....	24
BLOOMINGDALE'S, New York, NY .....	28
HENRI BENDEL, New York, NY .....	32
WOODWARD & LOTHROP, Washington, DC .....	36
NICKELS, Owing Mills, MD .....	38
EXECUTIVE LEVEL, CARSONS, Chicago, IL .....	40
ROCOCO, Pikesville, MD .....	44
ITOKIN PLAZA, King of Prussia, PA .....	46
GANTOS, Milwaukee, WI .....	48
LUNA, Bal Harbour, FL .....	50
ORMOND, Dothan, AL .....	52

## II MEN'S SPECIALTY STORES ..... 55

ROBERT PHILLIPS, Beverly Hills, CA .....	56
MANO A MANO, New York, NY .....	60
EXECUTIVE LEVEL, CARSONS, Chicago, IL .....	64
BONWIT TELLER, New York, NY .....	66
BEAU BRUMMEL, New York, NY .....	70
TOMMY HILFIGER, New York, NY .....	72
POLITIX, Los Angeles, CA .....	74
TOP MAN, London & Watford, England .....	76

## III JUNIOR/TRENDY STORES ..... 79

ESPRIT, Los Angeles, CA .....	80
EXPRESS, New York, NY .....	84
FIZZAZZ, New York, NY .....	86
METROPOLIS ON 2, CARSONS, Chicago, IL .....	88
WILKES SPORT, San Fran./Newport Bch., CA .....	90
JESS, Los Angeles, CA .....	92
STEFANEL, Los Angeles, CA .....	93

## IV FASHION ACCESSORY STORES ..... 95

GOLDI, Schaumburg, IL .....	96
LEVENTHAL SHOES, Woodbury, NY .....	98
9 WEST, Ann Arbor, MI .....	100
TROPAZ, Willowbrook, NJ .....	102
BORSHEIMS, Omaha, NE .....	104
ETAGE, Tampa, FL .....	106
ACCESSORY PLACE, Livingston, NJ .....	108
IPCO SUPER OPTICAL, Lakewood, CO .....	110
PRECISION LENS CRAFTERS, Pittsburgh, PA .....	112
KOALA BLUE, Costa Mesa, CA .....	114
WEATHER STORE, New York, NY .....	115

## V HOME FASHION STORES ..... 117

GEAR, New York, NY .....	118
LEVEL 6, CARSONS, Chicago, IL .....	122
DANIEL HECHTER, New York, NY .....	124
COMPANY STORE, Minneapolis, MN .....	126
NEXT, London, England .....	128

## VI LEISURE-TIME STORES ..... 131

THINK BIG, New York, NY .....	132
TRAVELING LIGHT, Los Angeles, CA .....	134
NORTH FACE, Costa Mesa, CA .....	136
PACIFIC MOTION, Colorado Springs, CO .....	138
HEAD, Denver, CO .....	139
KRON CHOCOLATIER, Great Neck, NY .....	140
CRABTREE & EVELYN, Escondido, CA .....	142
RECORD WORLD, Garden City, NY .....	144
BLOOMIE'S EXPRESS, JFK Airport, NY .....	146
LA SAMARITAINE, Paris, France .....	147

## VII DEPARTMENT STORES ..... 149

PARISIAN, Hoover, AL .....	150
BROADWAY, Costa Mesa, CA .....	154
HECHT'S, Washington, DC .....	158
SAKS, Palm Springs, CA .....	164
HESS, Poughkeepsie, NY .....	168
NORDSTROM, Costa Mesa, CA .....	174
ISETAN, Tokyo, Japan .....	176
HOUSE OF FRASIER, London, England .....	180
LEWIS, Leeds, England .....	184

## INDEX TO ADVERTISERS

Adpi .....	94
Barthelmess/Barcana .....	116
Chippenhook .....	187
co-gno-scenti .....	190
Colonial Decorative Display .....	192
Design Team Ruellan .....	10
Edron .....	189
Gemini Mannequins .....	191
International Design Group .....	130
Niedermaier .....	188
Pam International .....	148
Pucci Manikins .....	Back Cover
Russell William Ltd. ....	54
Stephen Sanders & Assoc.....	78
T.S.L. Design Group .....	186

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HUMPS, Bal Harbour, FL	24
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TOP MAN, London & Watford, England	76

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FIZZAZZ, New York, NY	86
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BORSHEIMS, Omaha, NE	104
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WEATHER STORE, New York, NY	115

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GEAR, New York, NY	118
LEVEL 6, CARSONS, Chicago, IL	122
DANIEL HECHTER, New York, NY	124
COMPANY STORE, Minneapolis, MN	126
NEXT, London, England	128

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THINK BIG, New York, NY	132
TRAVELING LIGHT, Los Angeles, CA	134
NORTH FACE, Costa Mesa, CA	136
PACIFIC MOTION, Colorado Springs, CO	138
HEAD, Denver, CO	139
KRON CHOCOLATIER, Great Neck, NY	140
CRABTREE & EVELYN, Escondido, CA	142
RECORD WORLD, Garden City, NY	144
BLOOMIE'S EXPRESS, JFK Airport, NY	146
LA SAMARITAINE, Paris, France	147

## VII DEPARTMENT STORES ..... 149

PARISIAN, Hoover, AL	150
BROADWAY, Costa Mesa, CA	154
HECHT'S, Washington, DC	158
SAKS, Palm Springs, CA	164
HESS, Poughkeepsie, NY	168
NORDSTROM, Costa Mesa, CA	174
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HOUSE OF FRASIER, London, England	180
LEWIS, Leeds, England	184





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# INTRODUCTION

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Success Stories—that's what these stores are! These are not necessarily the "Best" stores of the year and then one would have to question by whose and what standards were they declared to be the "Best". They are, however, successful stores. They have succeeded in satisfying the needs of the Retailers—and the shopping needs and experiences of their shoppers. These are stores with a focus;—they have been designed and targeted at a particular shopper—or product—or look—fashion attitude—or way of life or life-style. The stores you are about to visit were selected because they were doing something right—as well as looking right; they were and are reaching out to their selected customers—bringing them in and then giving them what they want in an ambience that says and does all the right things—for these customers. They are not necessarily the most prestigious stores—or "notorious"—or ballyhooed—or expensive stores that have been erected over the past two years, though some of them have won awards in various design competitions and others have had a healthy play in fashion and architectural papers, magazines and digests. They are all bright and original—different—and they have managed to solve problems of space and form,—they have managed to say something that is new in an industry of "sameness" and "knock-offs". They have reached out—extended themselves—tried new approaches and come up with solutions that are effective—that are working—and are often quite economical. Some of our selections are or have become prototypes for stores that are already or will soon be seen,—sometimes with alterations or adaptations, in new spaces—in new areas. However, the concepts, the approaches, the design theory and fixturing and store fitting ideas work. Some of our stores are new,—making bold steps into uninvestigated areas with fairly unknown product lines while others are "rehab" that have discovered the fascinating potentials of older architecture combined with fresh, new retailing techniques. Some of our shops are designed by world renowned architectural concerns or store designers while others, that we are bringing into the spotlight, have been created and nurtured into these blossoming beauties by the Retailers working with talented designers who were able to interpret the visions of the merchant.

*continued*

Over the past two years there have been decided changes in Retailing. There have been changes in Merchandising concepts, and changes in how merchandise is being presented—and sold. Just as times change—the customers change—becoming more educated—more affluent—more sophisticated—more aware of fashion looks and trends. New “buzz” words play havoc with the “business as usual” approach to store design. We are hearing of “nichemanship” and “specialization” and watching certain retail operations growing and spreading out because the management understands how to make these terms work for those companies. We have only to witness the overwhelming success of The Limited as an example. That specialization has affected the design approaches in Department and big Specialty store renovations, and as an offshoot we are finding “Streets of Shops” appearing inside these stores;—“Promenade on Four”—“Designer’s Floor”, etc. Whole areas in these large stores are set aside and apart and treated as unique and special entities—with a particular customer in view and these “stores within the store” are proving to be so effective that some will soon be cloned as free-standing shops—not part of the department store but out there, alone and as a complete entity. Carson, Pirie, Scott’s “Executive Level for Women” is a classic example, and one of our “success stories”.

The changing retail scene—and the changing customer and customer “demands” are affecting the store’s design and store furnishings. As this book will show, these changes are being realized to the satisfaction of the Retailer and his requirements. Our examples, as previously noted, are some of the successful solutions that we have culled from across the United States, from Europe and from Japan. They are solutions for specific areas of retailing with special customer profiles in mind. We hope you will find ideas—concepts—trends and directions here to satisfy your retailing needs or aesthetic curiosity.

Martin M. Pegler, S.V.M.



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## INDEX TO ADVERTISERS

---

Adpi .....	94
Barthelmess/Barcana .....	116
Chippenhook .....	187
co-gno-scenti .....	190
Colonial Decorative Display .....	192
Design Team Ruellan .....	10
Edron .....	189
Gemini Mannequins .....	191
International Design Group .....	130
Niedermaier .....	188
Pam International .....	148
Pucci Manikins .....	Back Cover
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Stephen Sanders & Assoc.....	78
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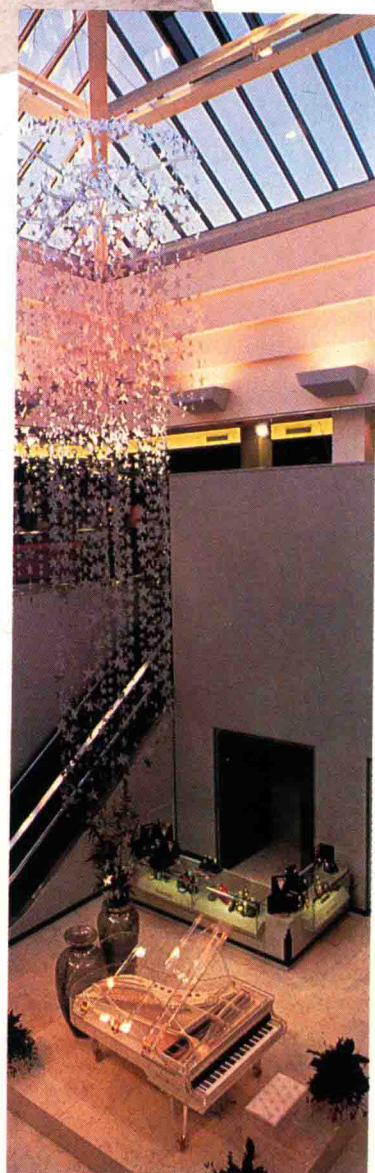
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## **WOMEN'S SPECIALTY STORES**

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Nichemanship—or Super-Specialization has become the ultimate way of doing business today where success, in part, depends upon finding and securing a specialized market in that sprawling and overlapping world of Retailing. Specialization goes beyond demographics or psychographics. It is both of the above plus Life-Style, and an appeal to the shopper's Self-Image by the projection of the Store's Image. In the vast market of Women's Wear, which covers the fashion spectrum from Casual and Sportswear through Separates, Suits into Gowns and even Sleepwear,—this specialized approach to Retailing has taken hold and is paying off.

In addition, we have the changing customer who as "the new shopper" wants convenient store hours, close locations, quick entry and exit, excellent service and an in-depth selection of a particular product at a fair price—in a proper and a pleasant environment. It is to that "proper and pleasant" environment we turn in this section, and to see how it is being achieved by assorted Retailers—sometimes with the same or similar target customers. In addition to Specialization, we are finding—throughout the Retail scene, that there is a trend towards "upgrading & upscaling". Nowhere is it more evident than in the

Women's Specialty Shops. That "new customer" also demands excitement and wants to be romanced and stroked as she shops. We will be presenting some of that new breed of specialized Women's Shops for you to consider and to see how they are making their appear through the use of color, texture, materials, lighting, displays—and the overall ambience created by the mixture of these elements. The reader will observe the importance of those special amenities—the niceties that not only make the store seem different,—they make the customer feel special. Some of these shops have "gone beyond"—and entered the ephemeral world of "clientele"—of special services and even nicer niceties while others, in a more middle-of-the-road approach, have made what is simple, practical, inexpensive and "everyday" suddenly appear to be unique through the designer's mastery of lighting, presentation and visual merchandising as well as using materials and colors that actually enhance the merchandise.

These shops are large and small,—parts of chains and single unit shops. We have even added parts of large department and specialty stores where these examples now exist as separate "Specialized" entities.

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## **WOMEN'S SPECIALTY STORES**

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# BARNEYS NEW YORK STORE for WOMEN

New York, New York

**AREA:**

70,000 sq. ft. on six levels

**ARCHITECTURAL FIRMS AND DESIGNERS:**

Beyer Blinder Bell  
Peter Marino Assoc., N.Y.  
Andree Putman  
Jean Paul Beaujard  
Setsu Kitaoka

**PHOTOGRAPHER:**

Sandy L. Studio, N.Y.

