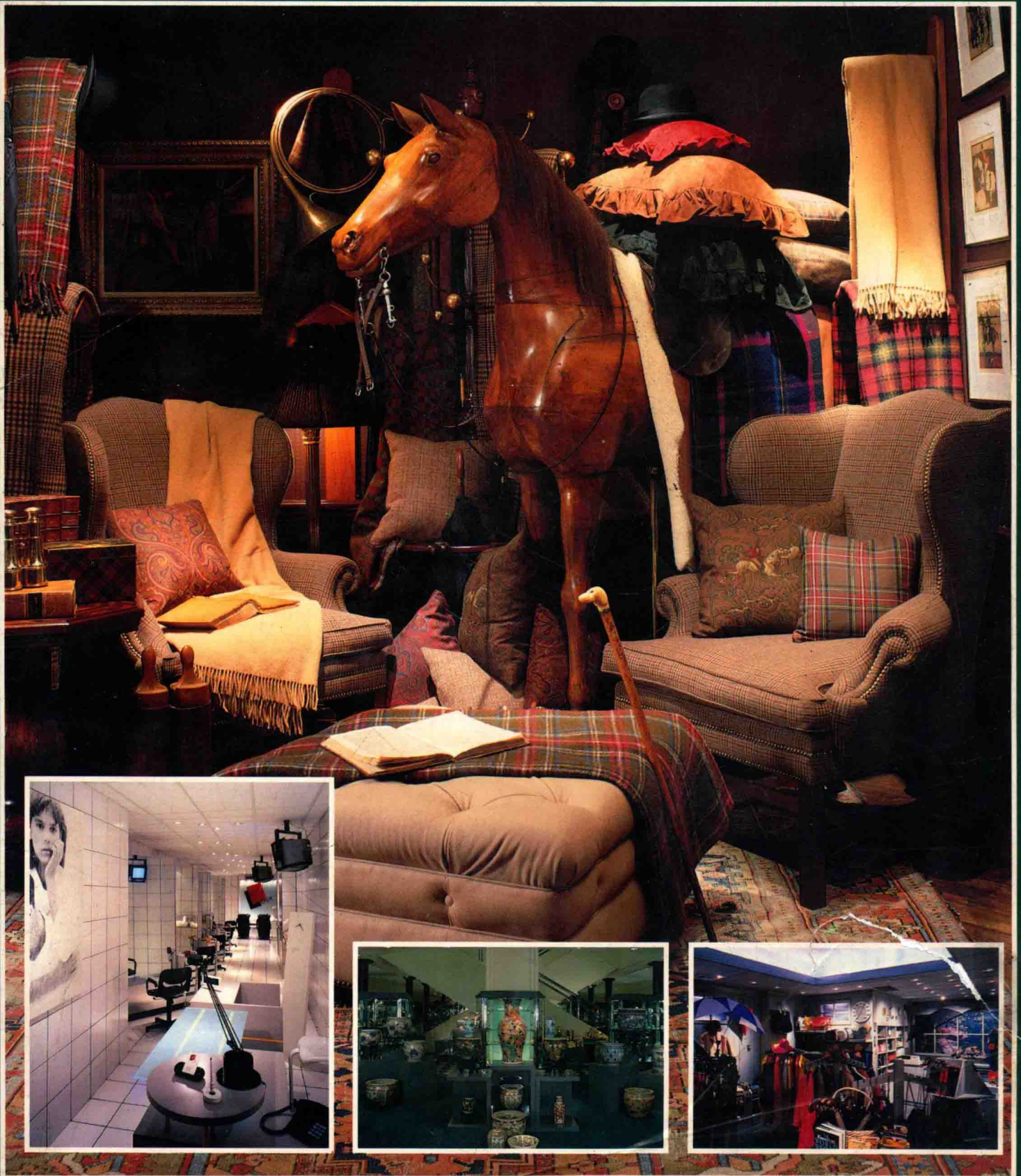


THE . BEST . OF Store Designs 3



From the National Retail Merchants Association and the Institute for Store Planners' Store Interior Design Competition

9047337

T H E . B E S T . O F

Store Designs 3

*From the National Retail Merchants Association
and the Institute for Store Planners' Store Interior
Design Competition*

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FOREWORD

We are pleased to announce the publication of **THE BEST OF STORE DESIGNS 3.**

The stores presented in this book have several characteristics in common. Each embodies and exhibits the development of a unique character or image for the store, a thoughtful attention to detail, the careful blending of choice materials to achieve the desired effects, and space and merchandise display planning in which the comfort and needs of the customer are highest priorities.

It was the superb coordination of these characteristics by talented and creative

designers and design firms that moved
the panel of judges to honor the 24
entries included here with awards.

We hope you will enjoy THE BEST OF
STORE DESIGNS 3. It is a valuable
reference tool and source for design
ideas and visual concepts.

James R. Williams,

President
National Retail Merchants
Association

INTRODUCTION

The favorable response to THE BEST OF STORE DESIGNS 2 from retail store planners, designers, design firms and schools has encouraged us to make available once again a collection of the ISP/NRMA Store Interior Design Competition winners.

THE BEST OF STORE DESIGNS 3 presents an interesting variety of creative and superior quality designs, ranging from large department stores designed by in-house and outside consultants, to small specialty shops, where every inch of the limited space is used to its maximum merchandising potential. Hard and soft goods stores are included, as well as supermarkets, convenience shops and mass merchandising stores.

We wish to thank Steve Duffy, I.S.P., Chairman of the ISP/NRMA Store Interior Design Competition, for his dedication and hard work, without which this year's program would not have been such a success.

In addition, our sincere thanks are offered to the panel of judges: Richard

Bronson of Bronson/Hutensky
Developers; Thomas Natalini, corporate
merchandising director of Allied Stores
Corp.; Gary Jacquemin, A.I.A, vice
president of Esser & Jacquemin, Inc.,
vice president of the Jaeger Division of
Hickey Freeman and president of
Flink/Wright Design Services; and Harold
Leeds, retired chairperson of the
graduate department of interior design at
Pratt Institute.

A great deal of both general and
detailed information is presented in this
book. The publication of this book,
however, does not constitute an
expressed or implied endorsement by
the National Retail Merchants
Association (NRMA) or by the Institute of
Store Planners (ISP) of any particular
product, service or firm.

John A. Murphy,

Vice President
National Retail Merchants
Association

CHAPTER

1

POLO/Ralph Lauren

Store of the Year

New York, New York

Though there are approximately 75 POLO/Ralph Lauren stores around the world, the shop housed in the Rhinelander Mansion at the corner of Madison Avenue and 72nd Street is the only freestanding POLO shop in Manhattan. Ralph Lauren wanted to create a shop on Madison Avenue in a townhouse that would bring back the feeling of Old-World living and shopping. This atmosphere is intended to complement his extensive line of apparel, which blends classical themes with more modern viewpoints.

Gertrude Rhinelander Waldo had the Renaissance revival townhouse built around the turn of the century. The \$500,000 cost included a marble staircase, a ballroom and a bowling alley in the basement. Mrs. Waldo decided not to live in the house after it had been completed, and since she could not find a tenant, it remained vacant for the first 30 years of its existence. In more recent years, the first floor had been rented to shopowners.

Over the years, the mansion had deteriorated significantly. After walking through it, before restoration work began, Naomi Leff, the designer of the POLO/Ralph Lauren shop, noted, "Only

one ceiling was in good shape. The rest of the building would have to be recreated from a splinter of mahogany paneling here, a scrap of carved plaster there."

The scope of and attention to detail involved in the restoration was enormous. For example, Naomi Leff designed over 90 different crown moldings. Each molding knife was then ground separately. Eighty-two thousand feet of Honduras mahogany was imported to be fashioned into paneling and woodwork that would grace the interior. The same lighting that was to be used in the store was installed in the woodfinisher's shop, so that all the craftsmen could match their work.

In striving to recreate the environment of a great country house, polished floors, fish trophies, Persian rugs, model boats, old photographs and fresh flowers are scattered throughout the townhouse to promote a home-like feeling. The shop employs a staff of 190, uses a sophisticated security system and cost over \$14 million.

Naomi Leff has designed numerous POLO/Ralph Lauren stores. One of the most recent, in addition to the Madison Avenue townhouse shop, is the POLO/Ralph Lauren store on Place Madeleine in Paris, France.

The outstanding craftsmanship and design of the restoration, the attention to detail, the creation of an image reflecting perfectly the quality and style of the merchandise, the blending of unified themes with variety among the store's departments, and the thoughtful consideration of customer comfort has garnered the POLO/Ralph Lauren shop the Grand Prize, Store of the Year Award in the ISP/NRMA Store Interior Design Competition.