

Nine West and Cross



By Marianne Wilson

Nine West is putting its best foot forward, showing off an exciting, more contemporary look at its remodeled flagship on Manhattan's Fifth Avenue. The 2,185-sq.-ft. store has been revitalized with a design that celebrates the essence of the brand while making it more relevant to today's style-conscious shoppers.

"The elements and techniques used throughout the store up the ante on styling fashion footwear and make it an artwork to crave," said Sheryl Bloom, president of fashion footwear, retail for Jones Apparel Group, New York City. (Nine West is a subsidiary of Jones.)

Designed by Jones' in-house team in partnership with Fred Allard, creative director, Nine West, the store uses bold fixtures to create a modern gallery-like environment. Many ele-



Nine West's remodeled New York City flagship has a clean, contemporary look, with sleek fixtures and crisp, white lighting.

ments of the design are being incorporated into other Nine West remodels.

The merchandise is displayed on sleek white tables. The tables are illuminated and appear to float on the concrete tile floor in such a way as to give the visual effect of a runway down the center of the store. The runway design is further enhanced by recessed black track lights in the ceiling cove above.

The perimeter walls feature a "stage" of shoes, with white risers and thick Plexiglas shelves used to highlight the products. Oversized, polished stainless-steel framed mirrors separate the linear walls, drawing shoppers to the display.

Metal-halide lighting (Ecotectural from Amerlux) is fea-

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tured throughout the space. The lighting makes the store energy efficient and artistically interesting, providing a crisp white light that allows the true color of the footwear, handbags and accessories on display to "pop" in a way that attracts attention.

Cross: The legendary A.T. Cross brand has updated its store concept to appeal to a younger, female demographic. The new look is part of the company's repositioning itself as an accessories brand.

Designed by RGLA Solutions, Schiller Park, Ill., the new Cross store, premiering in the Natick Collection Mall, Natick, Mass., offers a contemporary setting with a residential feel (a second location is open in Fashion Show Mall, Las Vegas). Fabric

panels, quilted leather and other materials add a soft touch of everyday luxury. Light and dark wood accents, decorative pendant lights and display trays on top of ottomans enhance the inviting, comfortable feel of the store.

Cross' expanded product lineup of accessories and gifts, ranging from eyewear to computer tote bags, is showcased in contemporary fixtures and alcoves with open glass shelving.

To see more photos of Nine West and Cross, visit www.chainstoreage.com/photos.

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The new Cross store concept puts a spotlight on the brand's expanded product lineup.

