

CRABTREE & EVELYN

Woodfield Mall, Schaumburg, IL



DESIGN: **RGLA**, Chicago, IL
PRINCIPAL: **Joseph A. Geoghegan, Jr.**
PRINCIPAL: **Randy Sattler**
DESIGNER: **Emily Bowman**
SR. PROJECT ARCHITECT: **David Heidtke**

CLIENT'S TEAM

GROUP VP GLOBAL RETAIL: **Scott Sincerbeaux**
DIRECTOR OF BUSINESS DEVELOPMENT: **Michele Simard**
PHOTOGRAPHY: **Charlie Mayer Photography**



The new store design for Crabtree & Evelyn, designed by RGLA of Chicago, opened in the Woodfield Mall in Schaumburg, IL. It creates an environment that pays homage to the brand's heritage while establishing the modern sensibility of the marketing, product line and the packaging. The elements in this prototype design will be customized for each future store to reflect regional characteristics.

"Our intention was to create a tranquil atmosphere for our customers to relax and enjoy spending time," said Scott Sincerbeaux, Crabtree and Evelyn's Group VP of Retail. "The new store design conveys the modern elements of the brand while providing customers with a more relaxed environment, enabling them to engage with and experience the product offerings."

Soft serene colors, ivory fixtures, blue accents and dark walnut wood floors make up the palette. The fixtures and wall cabinets are internally illuminated for a "dramatic effect" and the fixtures are designed so that shoppers may test the products as they browse the shop. According to Randy Sattler, a principal at RGLA, the extensive product line "encourages a degree of discovery and learning. The new fixture and lighting solutions create a welcoming space for customers to experience the products."

Graphics, depicting the brand's core environmental values, are on view throughout the space. The interchangeable fixture back panel graphics create a wall covering effect and can be updated seasonally or used to support the introduction of a new product while effectively updating the look of the whole store.

