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CRABTREE & EVELYN PARTNERS WITH RGLA TO LAUNCH NEW RETAIL STORE DESIGN

Crabtree & Evelyn, an expert in naturally based formulas for over 30 years, is redesigning its premium store locations. Working with retail design firm RGLA Solutions, Inc. (RGLA), the company plans to overhaul numerous stores throughout 2006 and 2007. The prototype design elements will be customized for each store to reflect regional character. The first of the newly designed stores launched earlier this year at Woodfield Mall in Schaumburg, IL.

The new store design creates an environment that pays homage to the brand's heritage while establishing the modern sensibility of the marketing, product line and packaging.

"Our intention was to create a tranquil atmosphere for our customers to come to relax and enjoy spending time," said Scott Sincerbeaux, group vice president of retail for Crabtree & Evelyn. "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."

Serene colors establish a relaxed environment, which resonates with the botanical inspirations of the product offerings. Dark walnut floors create contrast and draw attention to products displayed on ivory fixtures with blue accents. Designed to showcase the product while maximizing capacity, the fixtures and wall cabinetry are internally illuminated to create a dramatic focal effect. The fixtures also create a space for customers to test products as they browse the store.

"Crabtree & Evelyn's extensive product line encourages a degree of discovery and learning," said Randy Sattler, Principal of RGLA. "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 displayed throughout the space. Interchangeable fixture back panel graphics create a wall covering effect, and can be updated seasonally or to support new product introductions.

ABOUT CRABTREE & EVELYN

Individuality is at the soul of Crabtree & Evelyn, a unique brand with roots firmly in the natural world. The company's eclectic mix of beauty remedies and home comforts is inspired by an English passion for all things quirky and unusual.

A pioneer in botanical formulations for over 30 years, Crabtree & Evelyn blends the very best of nature and science, tradition and innovation, to create benefit-rich bath, body, and home care. This heritage is reflected in its name: Crabtree, from the crabapple tree, the original species from which all cultivated apple trees have derived, and Evelyn from John Evelyn, the 17th century renaissance Englishman, who wrote one of the first important works on conservation.

Crabtree & Evelyn is available online and in more than 40 countries, with over 8,000 locations and 400 concept stores worldwide. For more information or to purchase products, please visit www.crabtree-evelyn.com or call 800-CRABTREE.

ABOUT RGLA

Founded in 1972, RGLA Solutions, Inc. (RGLA) is a retail design firm providing interior/exterior architecture, space planning, fixture design, in-store branding, visual merchandising and visual communications. With a dedicated team of former retail executives, exceptional architects, designers, program managers and supporting staff the firm is positioned to provide the perfect mix of retail industry know-how and creative solutions. Its turn-key retail solutions-based process is known to achieve client success while establishing long-standing partnerships with the most reputable retailers in the industry.

With offices in Chicago and Los Angeles, RGLA services clients nationwide and internationally. For more information about RGLA Solutions, please visit www.rgla.com or call 800-899-RGLA.

PROJECT PROFILE

Project: Crabtree & Evelyn – New Full-Price Store Design Concept
Project Spotlight Location: Woodfield Mall, Schaumburg, IL
Client/Owner: Crabtree & Evelyn (p: 860.928.2761)
Design Firm: RGLA Solutions, Inc.
Address: 5100 River Road Suite 125, Schiller Park, IL 60176
Telephone/Fax: p: 847.671.7452 f: 847.671.4200

PROJECT DESIGN TEAM

Joseph A. Geoghegan, Jr. – Principal
Randy Sattler – Principal
Emily Bowman – Designer
David Heidtke – Senior Project Architect

RETAILER'S PROJECT TEAM

Scott Sincerbeaux – Group Vice President, Global Retail
Michele Simard – Director of Business Development

SUPPLIERS

Millwork: Specialty Woodworking
Exterior Signage: National Signs
Graphics: Award Graphics
Flooring: Satin Finish Hardwood Flooring
General Contractor: Crane Construction Company, LLC

PHOTOGRAPHY

Charlie Mayer Photography

CRABTREE & EVELYN PHOTOS
Woodfield Mall, Schaumburg, IL



