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**AUSTRALIAN
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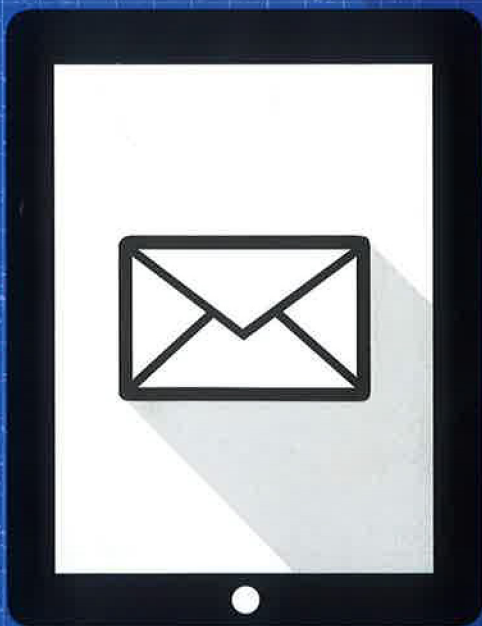


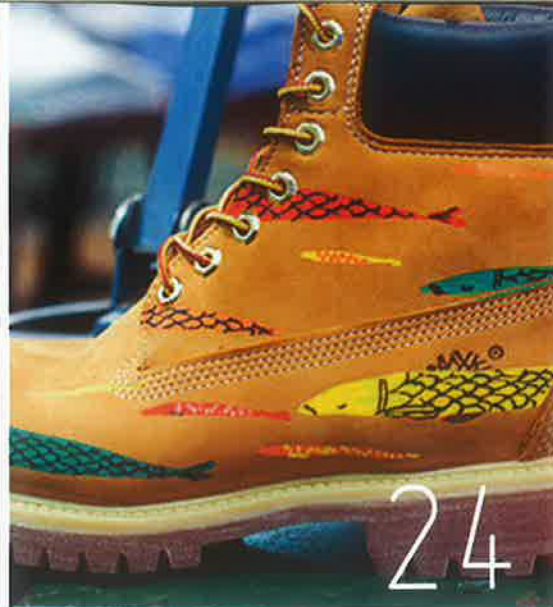
ACCESS ALL AREAS:

Brand transparency rules

STORE MANAGER SUCCESS

Where are all the
good store
managers?





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Glasssons' new gloss

New Zealand fashion chain debuts new look store in Australia.

The Australian creatives behind Glasssons' new global look took inspiration from the grocery sector, dubbing the design as more supermarket than mass market fashion.

The New Zealand-based fashion chain has just under 30 stores in Australia in NSW, Victoria, and Queensland, with the new global design for the brand first launched on Australian soil.

Created by Sydney-based agency, Landini Associates, who are also the designers behind T2's international debut in London and Soho, New York, the fitout was launched globally in Australia last year as part of the second stage of Macquarie Centre's \$440 million redevelopment in Sydney's North Ryde and at Westfield Bondi Junction.

Landini Associates has also worked with brands including

Jones the Grocer, Harrolds, YD, Sass & Bide, and Charlie and Co.

Glasssons is owned by New Zealand based, Hallenstein, which operates the Hallensteins, Glasssons, and Storm clothing chains in New Zealand and Australia.

“It was brought about by the need to be different. To make sure that the brand stood out in the market, and the fitout becomes a really important part of that.”



By Claire Hibbit

Photo credit: Sharrin Rees



The new store look is part of the womenswear label's relaunch in the Australian market, with a new marketing campaign also coinciding with the retailer's debut at Macquarie Centre late last year. The design will soon be taken to Brisbane, with a new site to open early this year in the city's Queen St Mall.

The look will make its debut in New Zealand later this year.

“The new store look is part of the womenswear label's relaunch in the Australian market.”

Glasssons CEO, Graeme Popplewell, told Inside Retail Magazine the revamp is part of its push to stand out in the specialty fashion market.

“It was brought about by the need to be different. To make sure that the brand stood out in the market, and the fitout becomes a really important part of that,” Popplewell said.

According to Landini, the brief was to present Glasssons' product such that collections were intelligible and the perceived quality higher, without reducing SKUs.

The fitout

Based on a warm white colour palette, Landini created a clean, sharp, and fresh interior with a touch of urban by featuring light oak benchtops and shelving, concrete fixtures, and white epoxy flooring.

Landini took inspiration from the grocery sector by implementing four high walls, replicating aisles in a supermarket as a way to display more stock on the shelves without the store feeling crowded with product.

In an effort to create a greater sense of space, the designers hid



existing store walls including the changerooms and stockrooms.

The row of fitting rooms have been disguised by mirrors, while the stockroom is covered by a floor to ceiling projection screen, adding a touch of digital to the store.

Creative director, Mark Landini, describes the new Glassons' look as a "clutter free store full of clutter".

"In my mind this has reinvented the vernacular. No one will be able to do a mass market retail fashion store again without doing this layout," Landini said of the new design.

"The biggest problem that mass market fashion has is that they have

to get a lot of product on the floor. Our challenge was to get the same number of SKUs on the floor as they previously did, but the fact is we

were able to do 50 per cent more.

"We managed to get 150 per cent of their merchandise on the floor with this new design, and the sales are incredible."

Landini says the look has also created a more engaging experience for customers.

"Men and women are very different in how they shop. Having all these areas to browse and all these aisles has been quite engaging for customers; not knowing what's around the corner has become exciting and that's why this store delivers.

"It's fun, it's making money, and it has reinvented the category."

“ We managed to get 150 per cent of their merchandise on the floor with this new design, and the sales are incredible. ”

