

STORES OF THE YEAR

no.20

Featuring the Retail Design Institute's
43RD Annual International Store Design winners

No Frills Stratford

618 Huron Street, Stratford, ON Canada

SCOPE OF WORK

The scope was to modernize Canada's favorite discount grocer. This included the redesign of the trading identity, interiors and all graphics including uniforms and packaging.

GOALS AND OBJECTIVES

The goal was to refresh the business, retaining the existing customer base whilst also attracting a wider more savvy audience. To do this the designers needed to more clearly represent the No Frills core value proposition by better expressing their expertise in a fresh and modern environment.

GOALS ACHIEVED

The modernization has been spectacularly successful, exceeding the client's sales expectations to such a degree that a national rollout of the new décor and branding concept will be accelerated.

BRAND PROMISE

"Simple, honest, local value-for money-grocer" is the image that No Frills wishes to maintain. This makeover has realized this goal most successfully.

CUSTOMER JOURNEY

The designers better defined the fresh hall by introducing a "palette" wall and warmer lighting. Signage helps the customer at multiple points throughout the store and "specials" are integrated departmentally. Yellow and timber wall finishes make the journey more enjoyable. Results have delivered increased customer visits and increased revenues.





BRANDING

Every aspect of the trading identity was reviewed to strike the correct balance between value and experience and to embody the brand's promise of "A Smart Place to Shop." The new No Frills store offers customers a friendly local supermarket that is passionate about quality and value.

ENVIRONMENTAL GRAPHICS

The overall design and cost of the fit-out was determined by the low cost, franchised supermarket situated in a standalone suburban building. Store planning and circulation within a singular rectangular building allowed focus on planning the customer's journey starting with colorful produce and ending with frozen food.

STORE PLANNING

Store planning was approached with strong ideas to represent the brand. The low cost franchised supermarket in a standalone suburban building drove the overall design and cost of the fit-out. Store planning and circulation within a singular rectangular building allowed the designers to concentrate on the journey approach through colorful fresh produce, deli, bakery, meats, dairy, and grocery products simplifying the journey through the store.

FIXTURING

The fixtures in the store reflect the brand—unfussy, uncluttered and simple. Materials include a ground and polished concrete floor, simple supermarket fixtures with low-cost finishes with strong brand colors introduced for warmth. A grid ceiling above fresh produce allows lighting attachments and adds strong color to the product.

FINISHES

A palette was selected to suit the brand and emphasize store and product value—polished pebble concrete floor, large grain particle-board bulkheads and a wall of timber skids dividing the fresh food hall from the grocery. Signage and wayfinding complement the brand in yellow and red. The ceiling is an open truss system with a visible metal deck roof. The staff wears specially designed t-shirts emblazoned with "still bananas."



DESIGN FIRM

Brand strategy, Interior Design, Branding, In-store Graphics, Packaging and Uniform Design

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Founded in 1993, Landini Associates is a multi-disciplinary retail design and brand consultancy consisting of strategic planners, architects and interior, graphic and product designers. We produce world class, simple yet effective work that lasts. We are interested in the classic over the fashionable and many of our projects have a longevity that exceeds the market norm.

Strategically driven but creatively led, we are equally at ease inventing new brands as we are evolving and redefining existing ones. We bring about a fusion of multiple disciplines resulting in an end product with a singular vision. This results in the best possible outcome for both our clients and their customers.

Landini Associates is based in Sydney and is currently working in North America and Canada, the UAE, the UK, Asia and Australia. Clients include Loblaw's, T2 (Unilever), Jones the Grocer (LVMH), Amore Pacific (Primera, Mamonde, Innisfree, Lirikos), Hilton Hotels, Westpac Bank Australia, Jurlique, Coles, Woolworths, and various independents.

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