



CANONSBURG, PENNSYLVANIA
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METALCRAFTERS LLC

NYC 360 RETAIL PRESENTATION

THANK YOU:

We appreciate this opportunity and especially the time you took to review the All-Clad brand position, product offer and touring the retail spaces with our team. It gave us an appreciation for both the All-Clad brand and retail philosophy as well as your attention to the customer experience.

This informed our vision for the All-Clad experience above all else.

IDL MAXIM #4: We Value Collaboration

Design is not an individual process. It's decidedly social and on any successful program both the designers and the client have input and both contribute to the final solution.

Thanks again for this opportunity and all the fun you've provided our team!

IDL WORLDWIDE

PROJECT OBJECTIVES:

CREATE CONSISTENT ALL-CLAD BRAND DESTINATIONS THAT ALIGN THE PRODUCT AND BRAND APPROPRIATELY WITH RESPECT TO IT'S QUALITY, HERITAGE AND PERFORMANCE.

INSPIRE A SALE

INCREASE BRAND VISIBILITY

REINVIGORATE THE BRAND IDENTITY

DIFFERENTIATE FROM THE COMPETITION

EXPLAIN THE BRAND, PRODUCT, AND BENEFITS

SHOWCASE NEW PRODUCT AND FEATURES

BRAND OBJECTIVES:

RESULTS ARE MEASURED AGAINST EXPECTATIONS. THESE ARE SOME OF OUR ASSUMPTIONS AND DESIGN PRINCIPLES WE WILL USE TO MEASURE OUR SOLUTIONS...

- 1. BOLD SIMPLICITY**
- 2. BEAUTIFUL AND REFRESHING**
- 3. SCIENTIFIC AND NATURAL**
- 4. TECHNOLOGICAL YET EMOTIONAL**
- 5. FAMILIAR YET SURPRISING**
- 6. HAPTIC**

CUSTOMER JOURNEY

WITH RESPECT TO THE CUSTOMER JOURNEY, WE WANT TO CREATE A COMPELLING VISUAL DYNAMIC THAT CAPTURES THE BRAND, CONNECTS WITH HER EMOTIONALLY, AND PROVIDE INFORMATION THAT IS CLEAR AND ALLOWS HER TO MAKE A CONFIDENT CHOICE.

ATTRACT



You have about 2 to 3 seconds to get a shoppers attention, convey an idea and attract them to the experience. We utilize dynamic media, large and backlit brand lifestyle graphics, and custom fixture presentations to capture attention and evoke curiosity.

ENGAGE



With inspirational graphics and materials, we want to create an emotional connection between the customer and the brand. At this level we want to express the Heritage, Craftsmanship, and Quality that is the DNA of All-Clad.

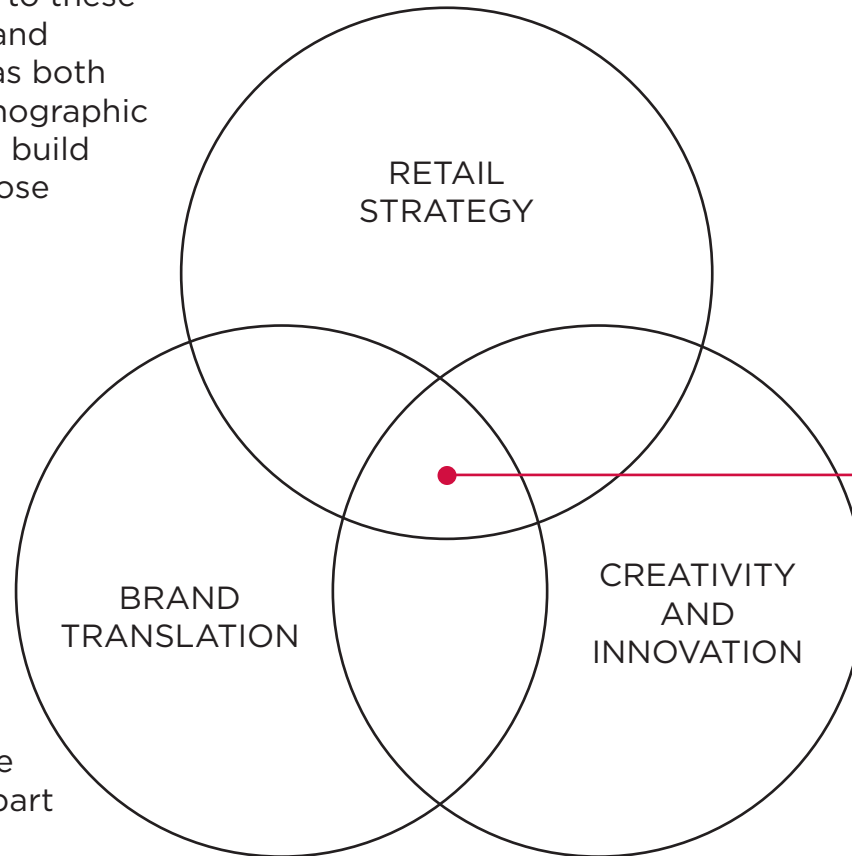
INFORM



Detailed information to each product range and individual use to provide her with understanding of the offer and empower her decision. This is a reinforcement of the value proposition and an opportunity to create conversion.

STRATEGY AND APPLICATION:

We also recognize that there are many things unique to these spaces, from their size and traffic patterns as well as both demographic and psychographic differences. We want to build a retail strategy with those differences in mind.



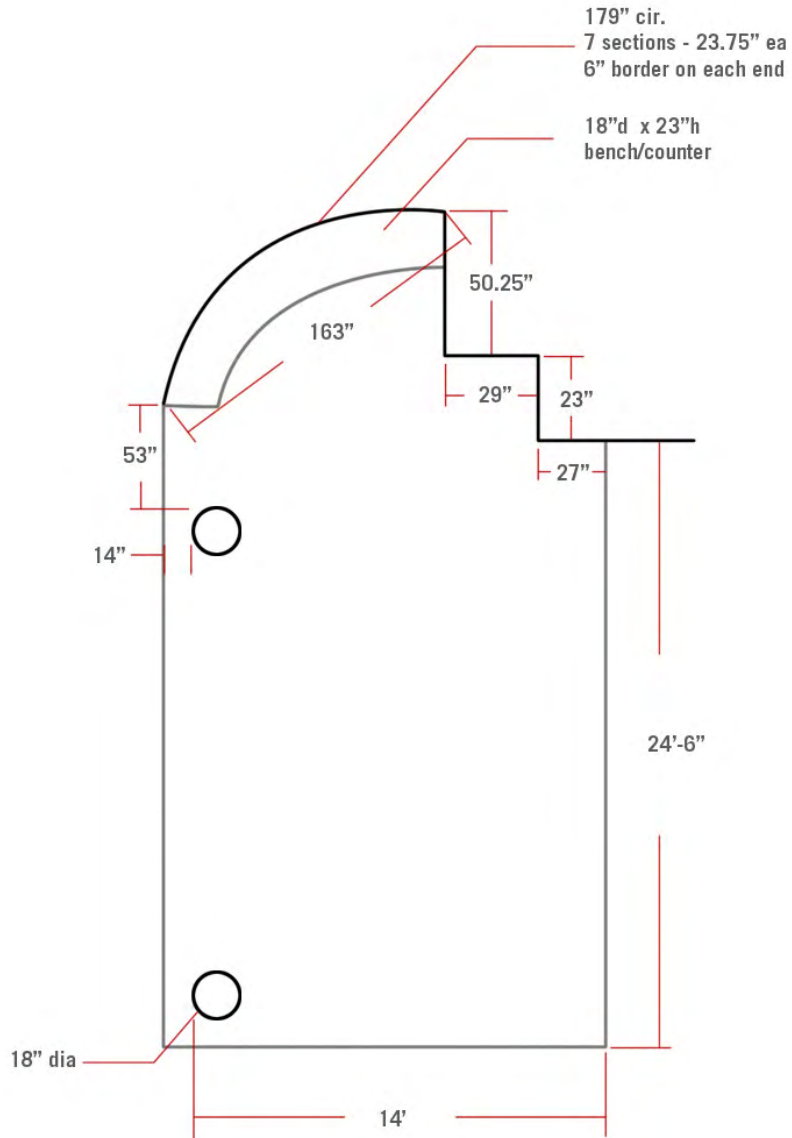
Translation and respect for the current visual center is a key part of our creative proposal, and we've used it as our benchmark and pallet at every phase of the project.

Lastly, we had fun! And we hope you'll enjoy some of our thinking, designs, and ideas we have for this experience.

INSPIRATION



BLOOMINGDALES CURRENT SPACE



BLOOMINGDALES CUSTOMER JOURNEY

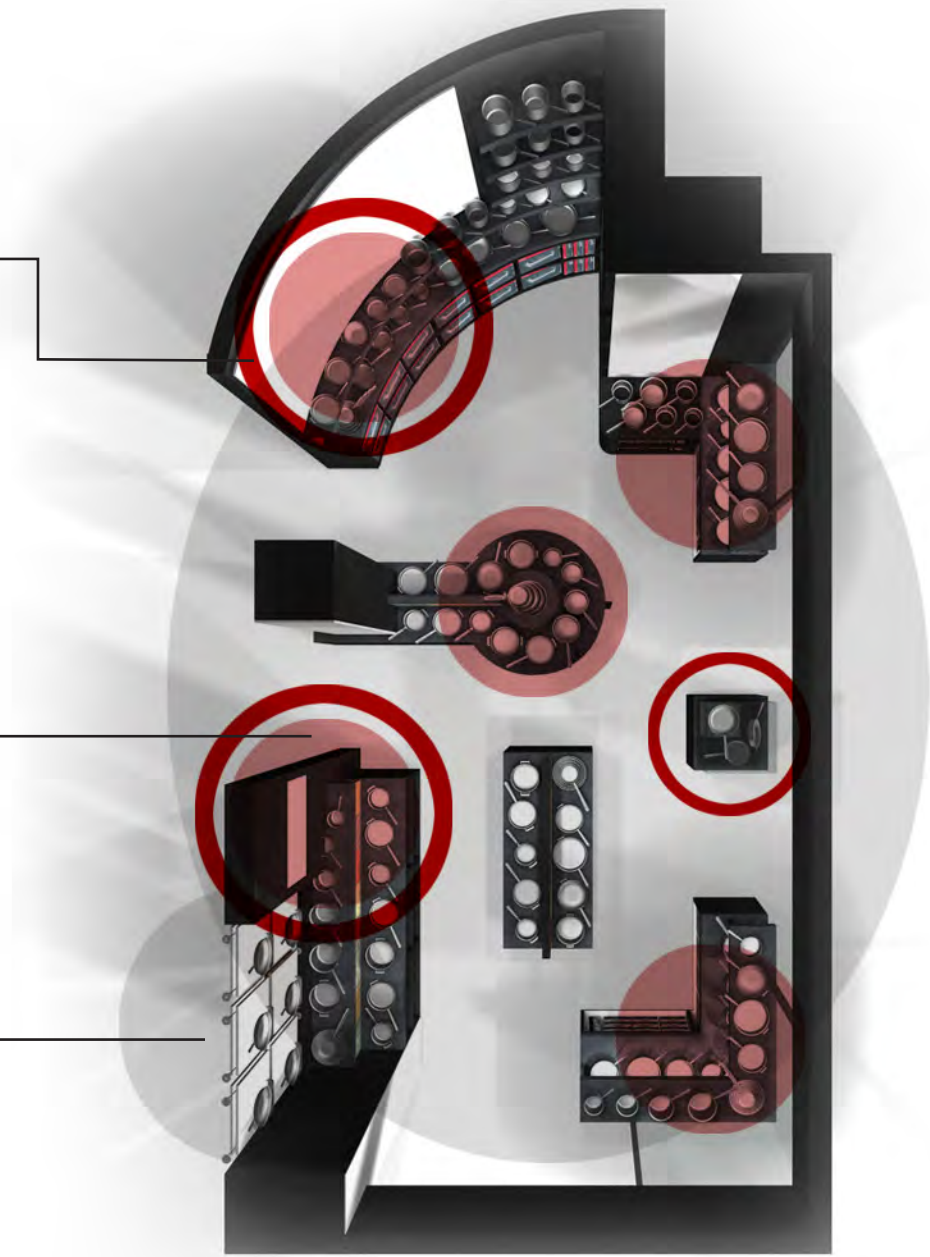
ATTRACT



ENGAGE



INFORM



BLOOMINGDALES



BLOOMINGDALES



BLOOMINGDALES



BLOOMINGDALES



BLOOMINGDALES



BLOOMINGDALES

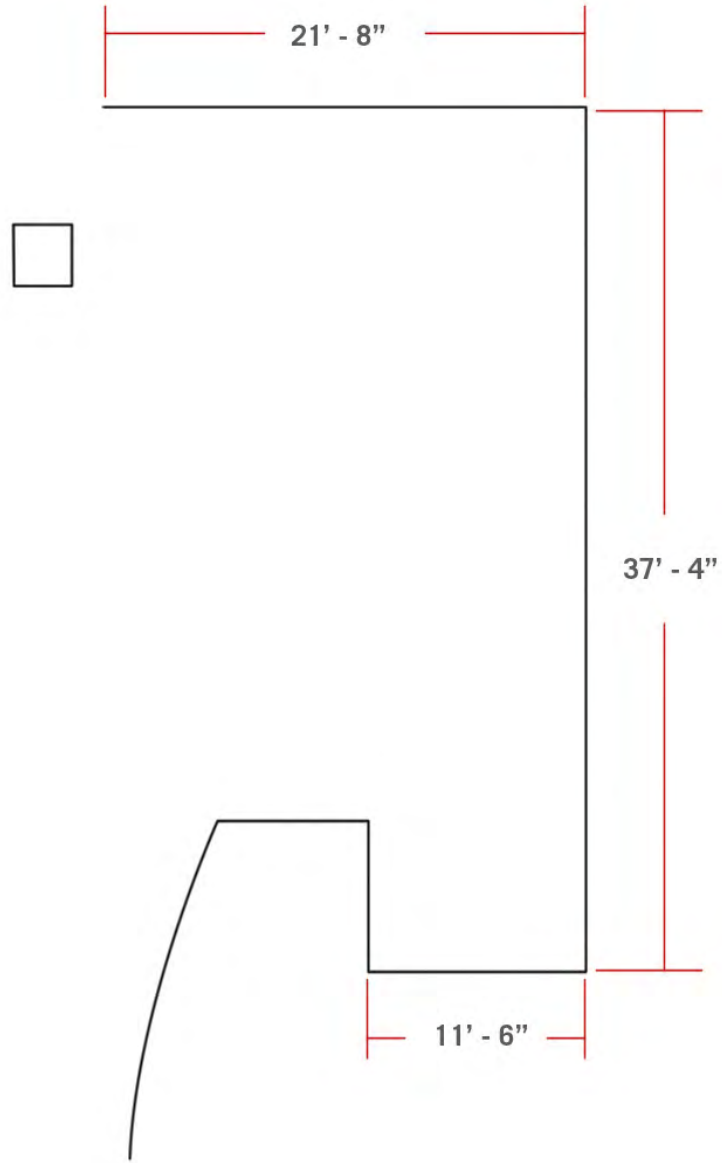


- SHOP IN SHOP
- DEDICATED FLOORING
- DYNAMIC VISUALS
- DEDICATED LIGHTING
- POWER SUPPLY REQUIRED
- RETROFIT WALL SYSTEM
- 6+ PRODUCT RANGES
- INTERACTIVE MEDIA
- FEATURE SHOWCASE
- STAR PODIUM
- DEDICATED CATEGORIES
- STORAGE
- INFORMATIONAL GRAPHICS

BLOOMINGDALES FLOORING OPTIONS



BLOOMINGDALES SPACE 2



BLOOMINGDALES SPACE 2

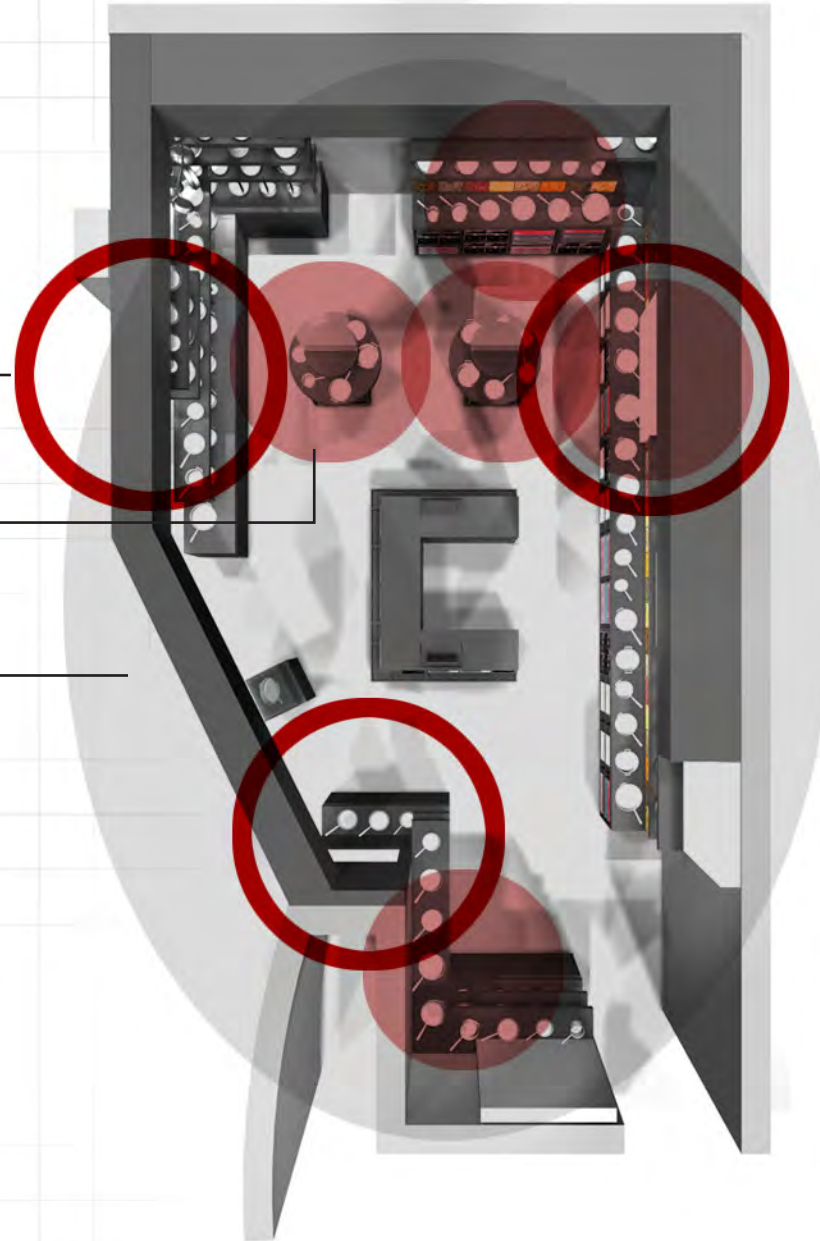
ATTRACT



ENGAGE



INFORM



BLOOMINGDALES SPACE 2

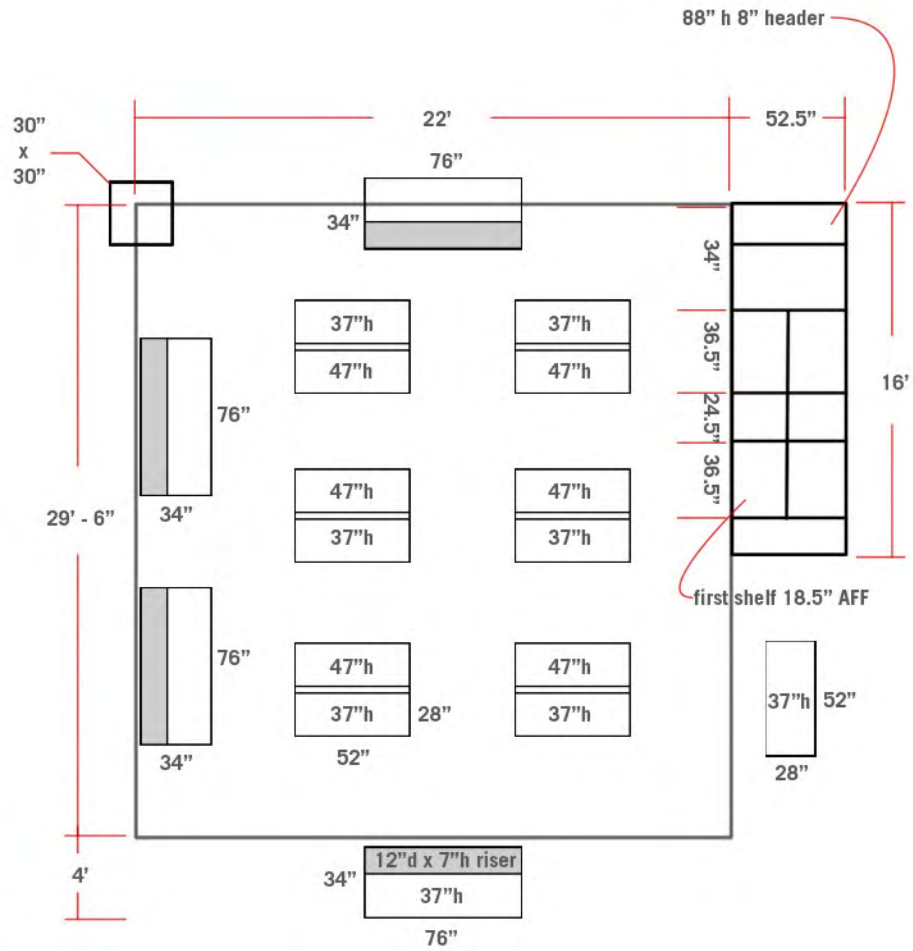


BLOOMINGDALES SPACE 2

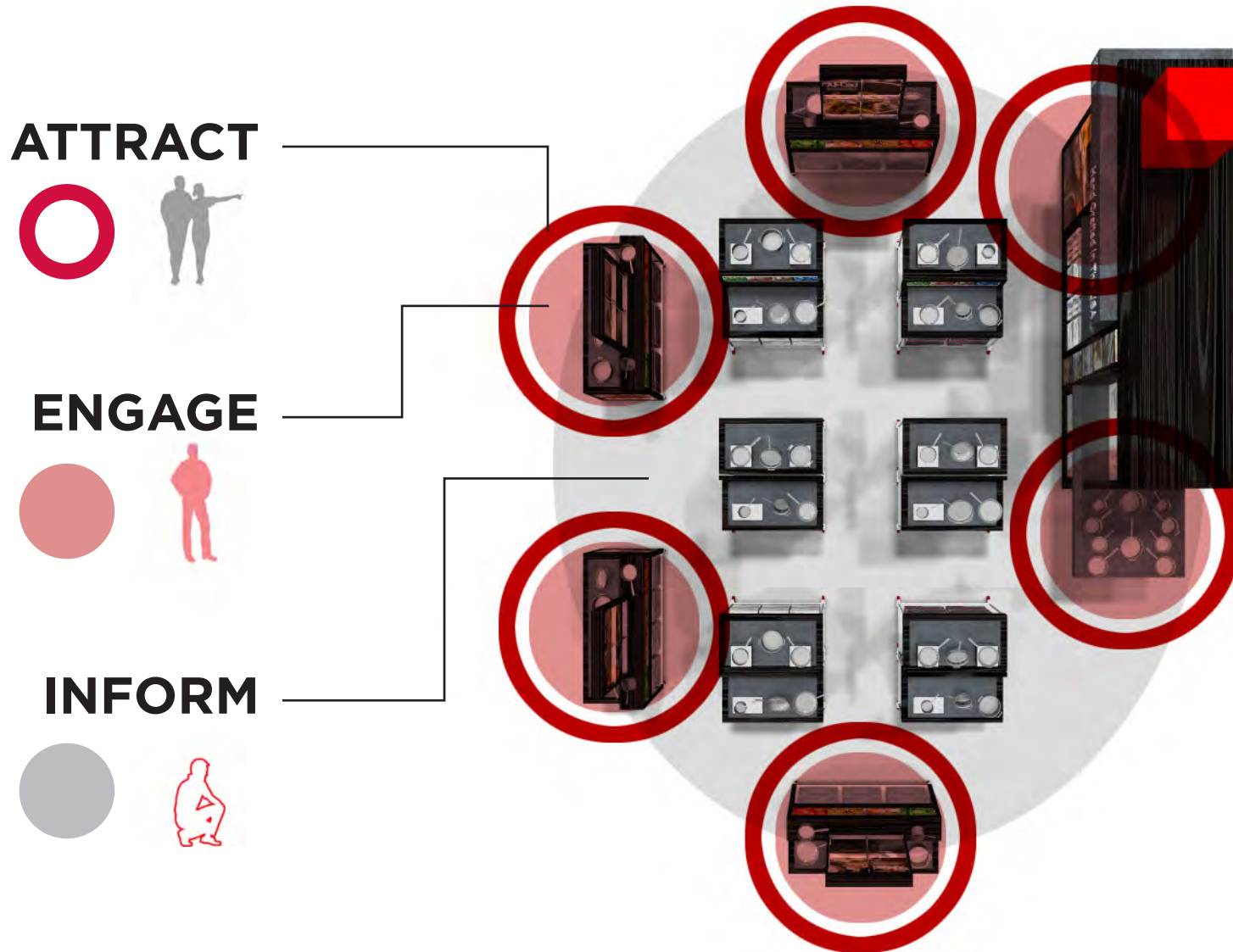


- SHOP IN SHOP
- DEDICATED FLOORING
- DYNAMIC VISUALS
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- POWER SUPPLY REQUIRED
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- 6+ PRODUCT RANGES
- INTERACTIVE MEDIA
- FEATURE SHOWCASE
- STAR PODIUM
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MACYS HERALD SQUARE CURRENT SPACE



MACYS HERALD SQUARE CUSTOMER JOURNEY



MACYS HERALD SQUARE



MACYS HERALD SQUARE



MACYS HERALD SQUARE

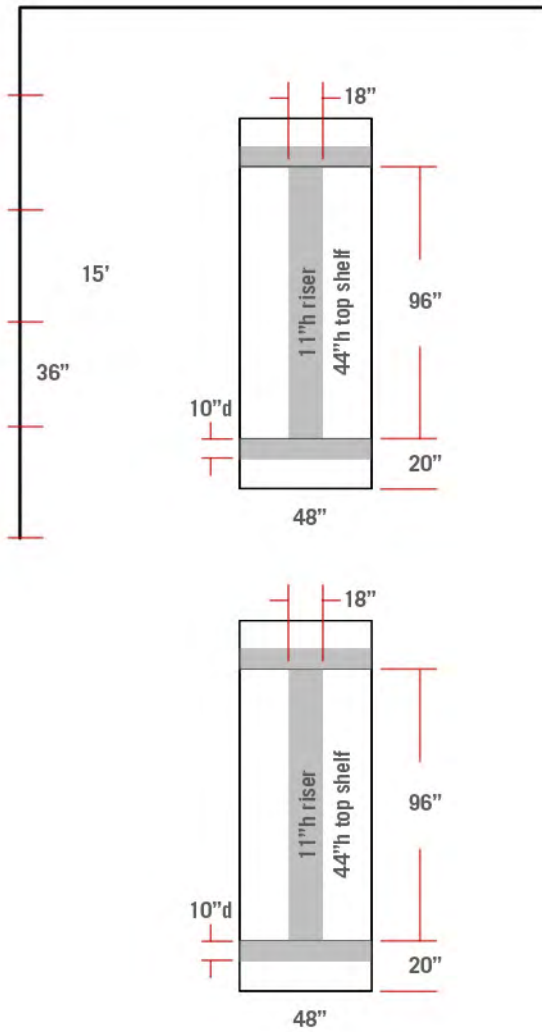


MACYS HERALD SQUARE

- ✓ SHOP IN SHOP
- DYNAMIC VISUALS
- FIXTURE LIGHTING
- POWER SUPPLY REQUIRED
- RETROFIT METRO RACKS
- 6+ PRODUCT RANGES
- INTERACTIVE MEDIA
- FEATURE SHOWCASE
- DEDICATED CATEGORIES
- STORAGE
- INFORMATIONAL GRAPHICS



BED, BATH & BEYOND CURRENT SPACE



BED, BATH & BEYOND

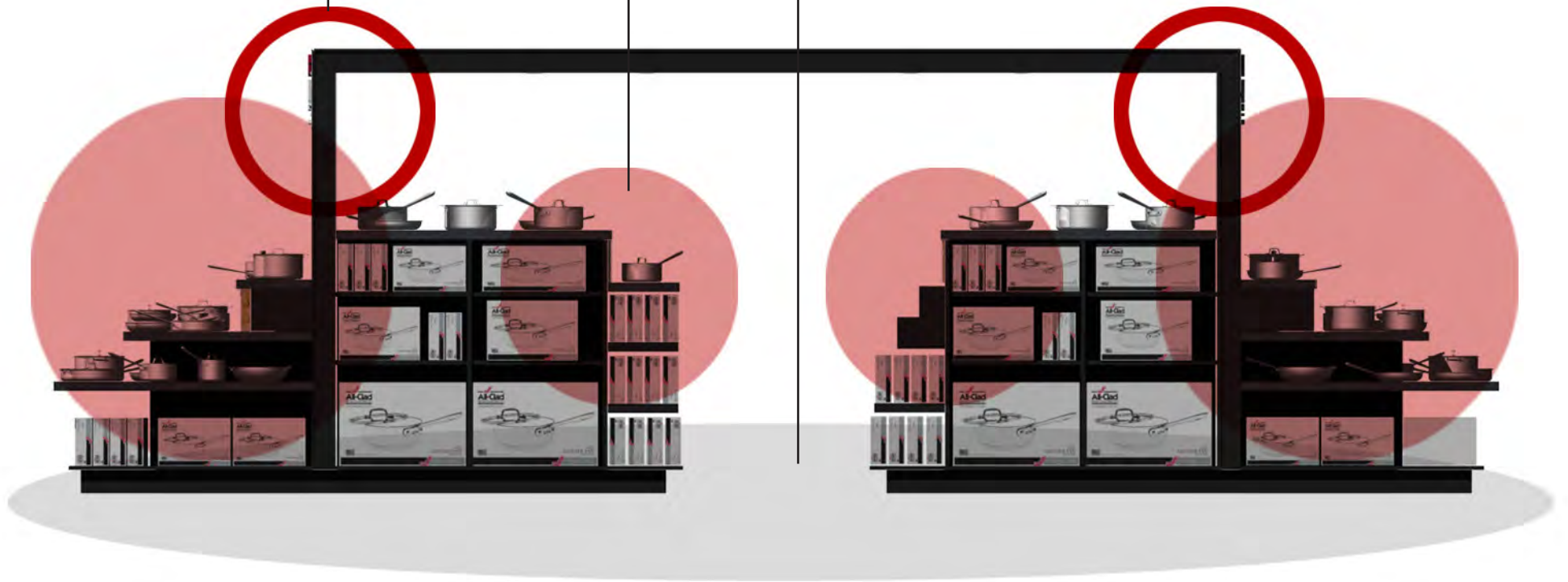
ATTRACT



ENGAGE



INFORM



BED, BATH & BEYOND



BED, BATH & BEYOND



BED, BATH & BEYOND



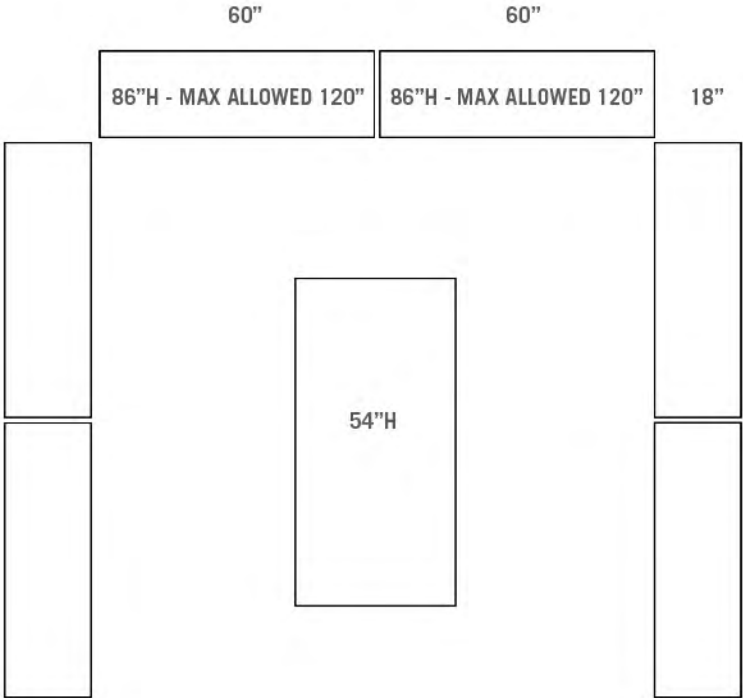
BED, BATH & BEYOND



- SHOP IN SHOP
- DYNAMIC VISUALS
- FIXTURE LIGHTING
- POWER SUPPLY REQUIRED
- RETROFIT (OPTIONAL)
- INTERACTIVE MEDIA
- FEATURE SHOWCASE
- DEDICATED CATEGORIES
- INFORMATIONAL GRAPHICS



SUR LA TABLE CURRENT SPACE



SUR LA TABLE

ATTRACT



ENGAGE



INFORM



SUR LA TABLE







All-Clad
 METAL CRAFTERS LLC
 CANONSBURG, PA USA
Manufactured in Italy, U.S.A. since 1971







In the hands of an All-Clad artisan, copper, steel and aluminum turn into precious metals.



STAINLESS



STAINLESS



SPECIALTY ITEMS



LTD



ALL-CLAD CLEARANCE
 UP TO 20% OFF



COPPER CORE



COPPER CORE



SPECIALTY ITEMS



LTD




A helping hand.
 All-Clad has a reputation for quality and durability. Our products are made from the finest materials and are built to last. We are proud to be a part of the All-Clad family.

From inside to out.



SUR LA TABLE FROM WINDOW



- DYNAMIC VISUALS
- FIXTURE LIGHTING
- POWER SUPPLY REQUIRED
- INTERACTIVE MEDIA
- FEATURE SHOWCASE
- DEDICATED CATEGORIES
- INFORMATIONAL GRAPHICS
- STORAGE



THANK YOU



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