



## CASE STUDY THREE

### CLIENT

Galyan's Trading Company, Inc.

## CHALLENGE

Galyan's of Indianapolis aspired to move away from the image of a "warehouse" footwear department and increase sales. They wanted to create a footwear department with the organized look and feel of a high-end retailer. This department needed to permeate the entire store, showcasing interchangeable graphics and footwear in displays up to 14' high and 120' wide. Because each Galyan's store is slightly different from the next, versatility was crucial.

## SOLUTIONS

Working with Galayan's planners and designers, our engineers created a perimeter footwear wall system. We used 3/8" translucent, frosted blue acrylic, which radiated to life with back-lighting. We chose a frosted surface to soften the blue hue and to hide any potential bulb hot spots.

The wall system was designed to be 3 vertical sections high, in modules 4 feet wide. The lower section was perforated to accept shoe display shelves. We designed the middle section to hold interchangeable graphics, and the upper to accept graphic lettering.

Individual store characteristics were studied and eventually influenced the successful modular design. Designing the perimeter in 4' modules allowed each store to decrease or expand the department as needed.

Distinctive metal brackets, along with custom-slotted standards, were designed to attach to the acrylic panels and hold footwear. Consistent spacing established a strong sense of organization. This design also allowed for easy accessibility of light bulb replacement.

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ACRYLIC DESIGN ASSOCIATES



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## RESULTS

Galayans increased footwear sales, and at the same time, elevated their image. The footwear department is now eminently visible throughout the store, and a nationwide rollout has been achieved by its versatility alone.

ACRYLIC DESIGN ASSOCIATES



## CASE STUDY TWO

### CLIENT

Virgin Mobile & Best Buy Co.



Women's shoe display

Changing Room Design



Women's shoe display

Women's shoe display

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