



ARIZONA

igloodgn.

RETAIL
DESIGN

“SALES INCREASED BY 40% AFTER THE FIRST 3 MONTHS FOLLOWING THE BRANDING AND INTERIOR DESIGN OF MY FRANCHISE”

Vahe T., Owner

THE
SCOPE

Design a retail space that is both functional and eye catching, while reflecting the owner's vision and demonstrating the brand's evolution.

THE
ANSWER

Igloodgn wanted to demonstrate the concept of playfulness and whimsy, which lies at the heart of Arizona's brand values, by focusing on colour and pattern. Unlike other typical shoe stores, extra storage space was cleverly integrated as part of the retail design.

“This saved the staff time, allowing them to better serve their customers.”

THE
BOTTOM
LINE

Sales increased in the first three months and the store's success is not only with its customers but also with their employees.

WHAT
WE DID

**INTERIOR DESIGN
BRANDING STRATEGY**

**BRAND IDENTITY
BRAND CULTURE**

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