



PAVE 2008 Student Design Competition



Store Planning Design Category Challenge

Macy's, a full line department store, plans to execute a new boutique to present highlight 'Seasonal Presentations' within its existing Cosmetics area; for example, leveraging the Prestige and Celebrity Status women's fragrance brands.

Design a shop concept of fixture groupings, to include multiple fixture types contained within a 400-600-square-foot space. The plan footprint is not limited to any particular shape. The height of the merchandise is not to exceed 72." The overall height should not exceed 108." The selling environment should be defined by fixture placement, signage, and visual/promotional presentation. Signage should consist of graphics that support the weekly promotional offerings. The shop design should include clear and strong vendor name recognition while supporting the overall Macy's brand experience.

Merchandise is presented by brand. Multiple brands may be positioned on one fixture. Samples and testers are a key component and should be predominantly displayed. Package sizing follows basic industry standards for fragrance. Ancillary items are included in each brand. These ancillary items are similar in size.

The cosmetic business relies heavily on its weekly promotional activity. Fragrance resources promote weekly specials—Gift with Purchases, Purchases with Purchases, and other special offers. One weekly promotion is highlighted each week. In-store marketing of these weekly promotions is key to the success of the Cosmetic department.

General Requirements:

- Provide fixture design and shop concept
- Develop a design scheme to unify all components: fixtures, signage, possible digital video, and promotional materials
- Shop can be free standing and does not have to include a wall section
- Lighting design is to be limited to ambient lighting or inclusive within the fixture concept
- Strong vendor recognition and vendor identification within a Macy's branded environment.
- Combination of open sell and secured/lockable fixtures
- Include location for vendor provided or Macy produced graphics
- Graphic holders must be easy to change.
Note: Macy's uses an 18" x 18" format for Cosmetic graphics. These 18" x 18" square graphics may be stacked for more impact. Standard configurations are 1 wide by 3 high, or 2 wide by 2 high. Use of the 18" x 18" as a single graphic is permitted. There is no mandatory requirement stipulated for the 18" x 18" graphic holder. It may be incorporated into the fixtures or stand alone.
- Provide adequate aisle spacing and meet general ADA requirements

- The cash wrap function should be addressed in a manner that is contemporary and cutting edge and appropriate for this classification of merchandise. The ability to complete a purchase and generate multiple sales is not necessarily accomplished with a traditional cash wrap. However, a “work surface” for demonstrations, wrapping, and serving the customer is critical.

Entry Format

In a presentation booklet (8-1/2” x 14”) and using no more than 12 pages, the proposal may be hand drawn, rendered, photographic, and/or computer generated. Include the following:

- Concept statement, limited to two paragraphs
- Colored perspective or isometric of the concept design (hand drawn, computer rendered, or photograph of a scale model)
- Fixture plan
- Plan and elevation of all fixtures—drawings defining the basic and promotional fixtures, indicating the merchandise housing and signage
- Samples of colors and materials
- Any auxiliary materials or concepts

You can learn more about the Macy brand at www.macys.com and view branding and products, and learn more about store locations or visit any of our more than 700 Macy’s stores or through print media, billboards, and broadcast.

Entry Requirements (for both categories)

The students name and school name is not to be visible anywhere on the presentation pages or cover. Complete and print a copy of the entry form at www.paveinfo.org along with the disclaimer, and include both completed and signed forms with your entry. Students are advised to keep a copy of their entries, as entries will not be returned. Judging criteria will be posted at www.paveinfo.org.

Send entries by November 3, 2008, to:

Macy’s
Attn: Randy Pender
11 Penn Plaza - 11th Floor
New York, New York 10001

Please do not contact Macy’s with any questions or concerns. This address is for entries only.