



biomechanical footwear

CONSUMER DIRECT STORE PROGRAM

Abeo looked to TCG for new design strategies to not only attract new customers into the store but also increase purchases from current customers.

Our design team developed an engaging and captivating shopping experience showcasing the biomechanical aspect for all seven Abeo customized comfort collections. Clear technical product presentation techniques and strong graphic hierarchy were key tactics in the design.

On the execution side, we improved the overall fit and function of the presentation components and created fixture flexibility within the full-store environment. Skillful engineering provided ease/efficiency in shipping and installation. Improved, material quality and production techniques will enhance longevity and reduce maintenance.





