

BAUER

NEXT GENERATION SHOP-IN-SHOP

Bauer's new strategic direction affected both DTC and wholesale locations. Brand differentiation and technical presentation were key drivers.

Carlson Group's strategic design and engineering concept techniques centered on product collections and related accessories that captured the desired brand experience while delivering key product benefits. Our client was intimately involved in the development.

Our firm also produced the program off-shore... below our client's budget, at high quality, and with speed to market!

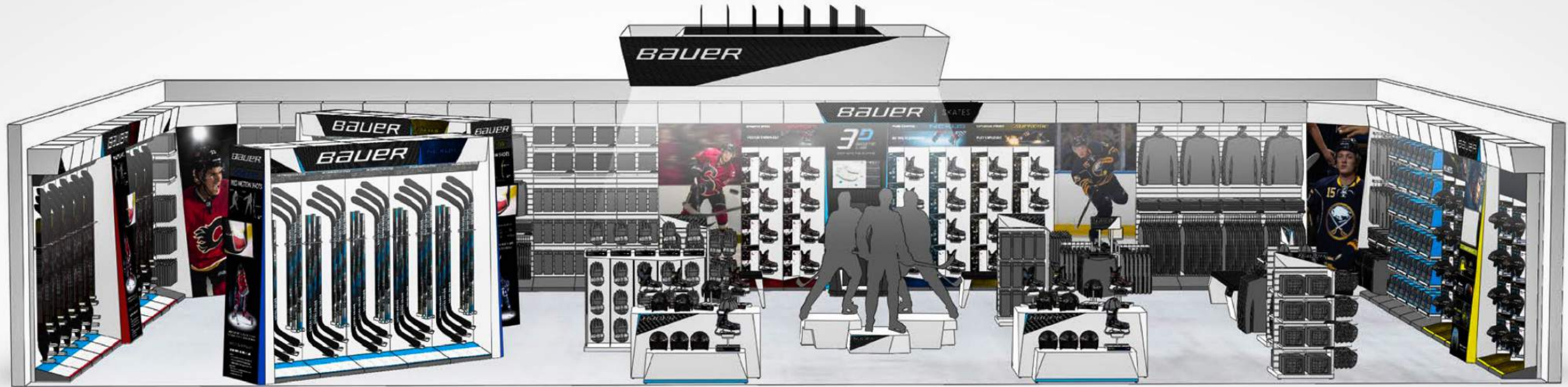
Carlson Group firm continues to meet our client's expectations while warehousing, fulfilling, shipping, and installing the entire Bauer program across North America and soon in Europe.



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NEXT GENERATION SHOP-IN-SHOP

- 1 INTERPRETATION
- 2 DESIGN DEVELOPMENT
- EXECUTION



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