

Cabela's®

CABELA'S SOFT LINE AND FOOTWEAR PROGRAM

Designed for Cabela's first small footprint Outpost prototype in Union Gap, WA, this program calls attention to Cabela's newly revamped Branded Product offering for apparel and footwear.

Our challenge was to develop a retail strategy and a corresponding standardized fixture package with improved merchandising, communication, and visual presentation to showcase the quality and value of Cabela's branded products.



CHALLENGE: MERCHANDISING IS PRIMARILY ITEM-BASED



CHALLENGE: APPAREL AREA LACKS CENTRAL FOCUS



CHALLENGE: UNCLEAR NAVIGATION & IMPAIRED SIGHTLINES

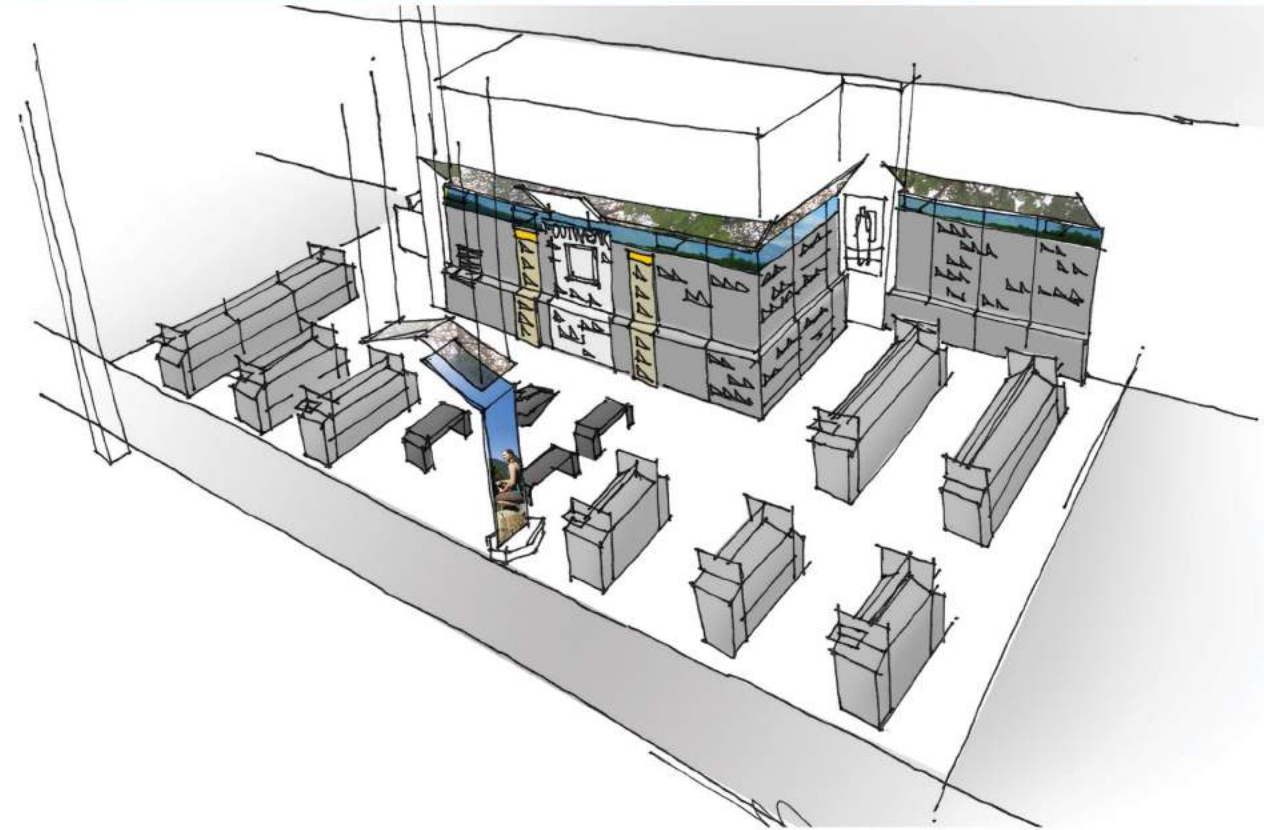
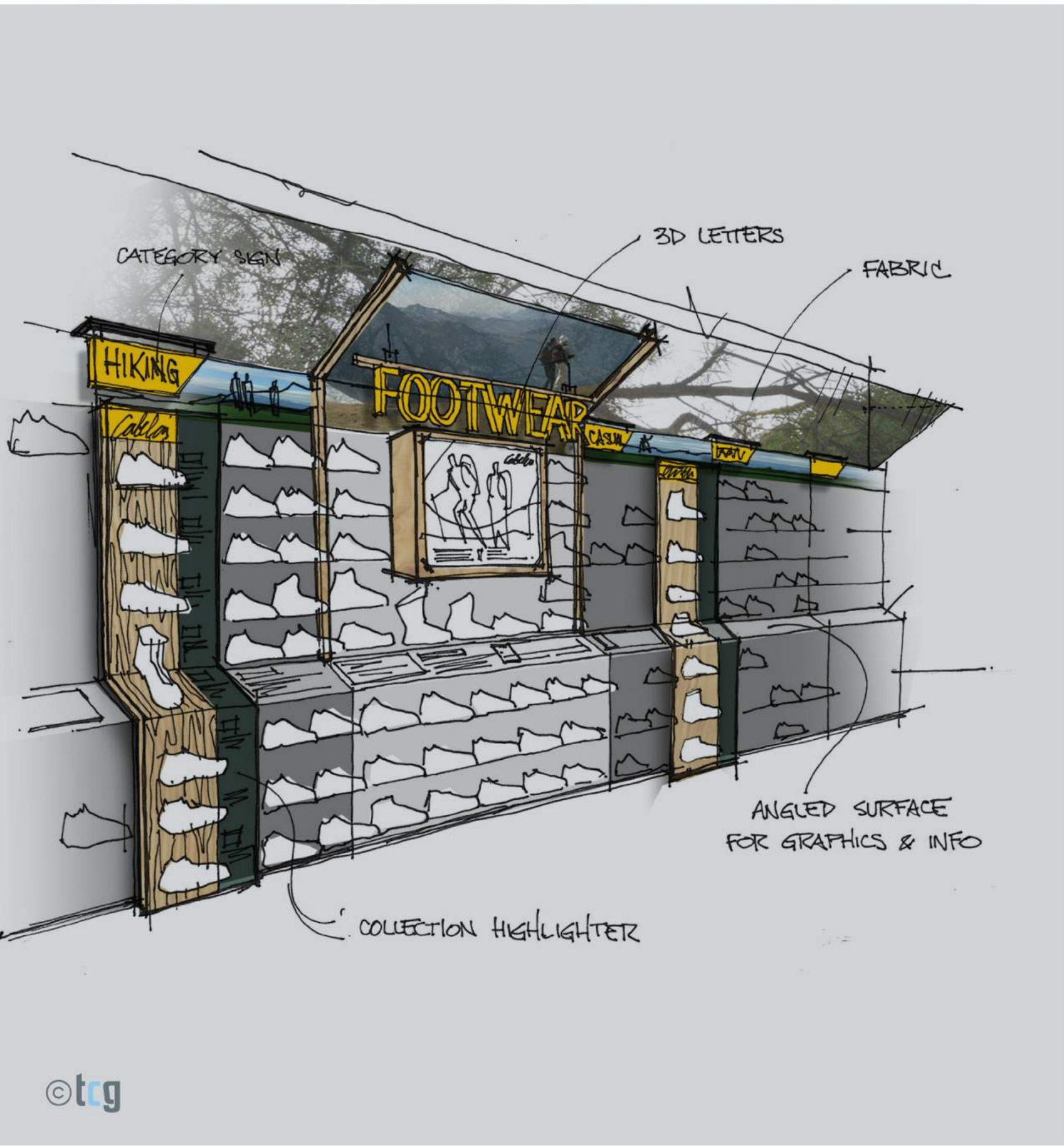


Cabela's

SOFT LINE AND FOOTWEAR PROGRAM

1 INTERPRETATION
DESIGN DEVELOPMENT
EXECUTION





Cabela's

SOFT LINE AND FOOTWEAR PROGRAM

INTERPRETATION
2 DESIGN DEVELOPMENT
EXECUTION



Cabela's

SOFT LINE AND FOOTWEAR PROGRAM

INTERPRETATION
DESIGN DEVELOPMENT
3 EXECUTION



“We have increased our Cabela’s Brand Product Penetration in all apparel and footwear categories that this fixture program supports. We have enjoyed a **SIGNIFICANT** increase in margin basis points relative to comparable margin rate to our chain and our total apparel and footwear sales penetration is significantly higher in the Outpost location.

Our ‘stretch’ sales and turn goals were all met and our performance per square foot in our apparel and fixture division has set a new threshold for the company. We are extremely happy with the continued performance and will be implementing this fixture program into additional stores.”

Senior Director of Visual Field Merchandising
Cabela's Inc.

