



SPERRY

Specialty Store Fixture Program

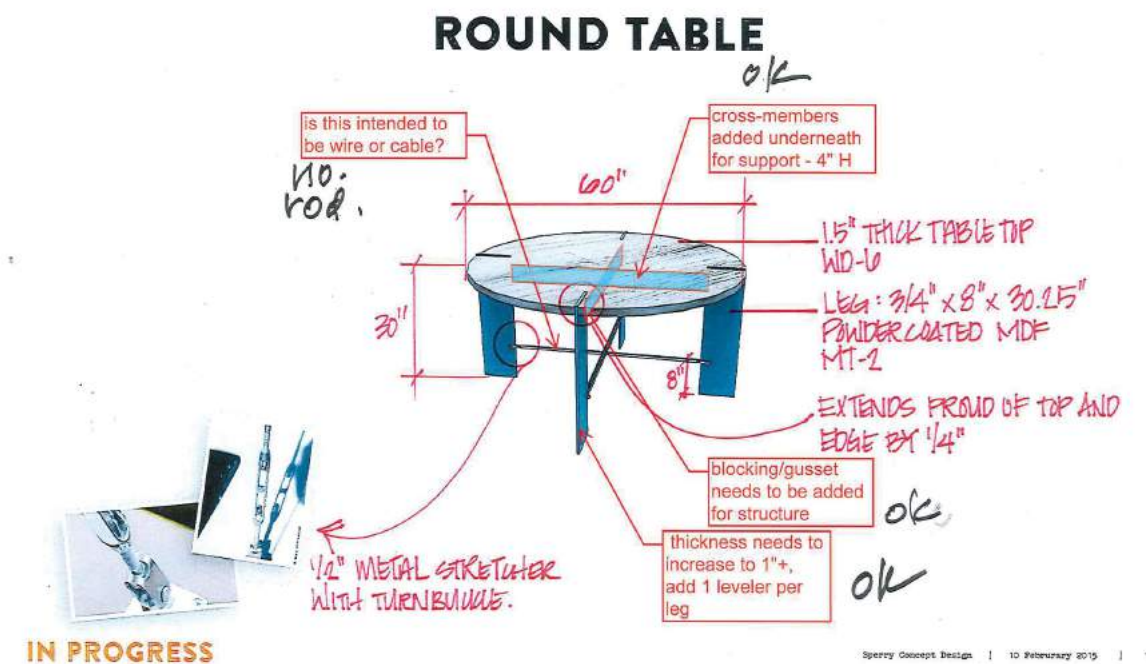




TOP LEFT
Original rendering by Callison shows the final stage of conceptual design.

BOTTOM LEFT
Fixture matrix by Callison details capacity targets, materials, and overall dimensions for each fixture element.

RIGHT
Fixture details were redlined with questions and comments from our design and production teams, which were then signed off on by Callison and Sperry.

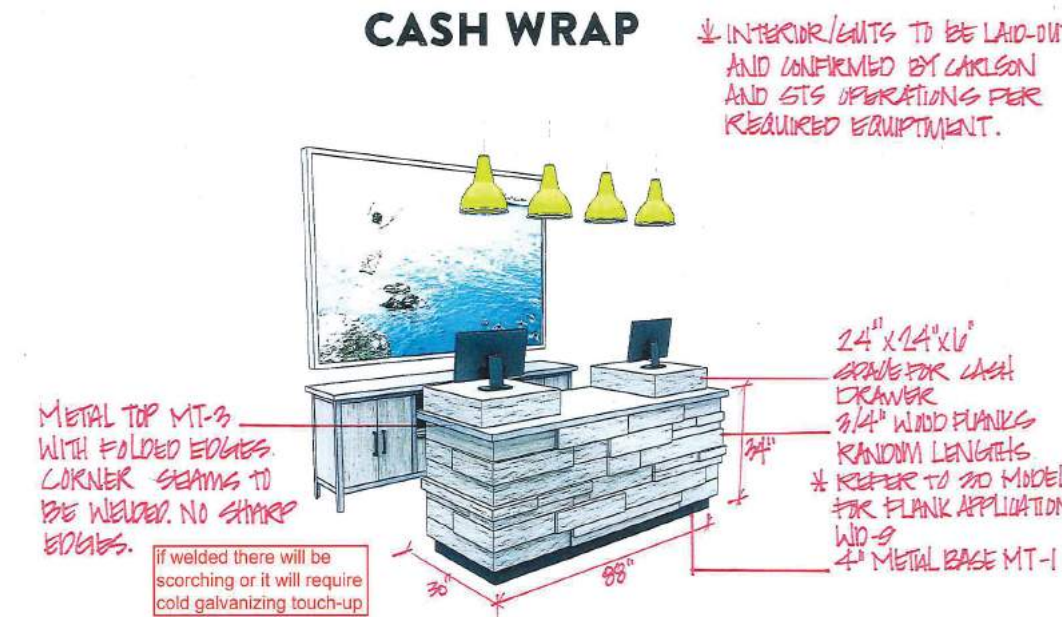


IN PROGRESS

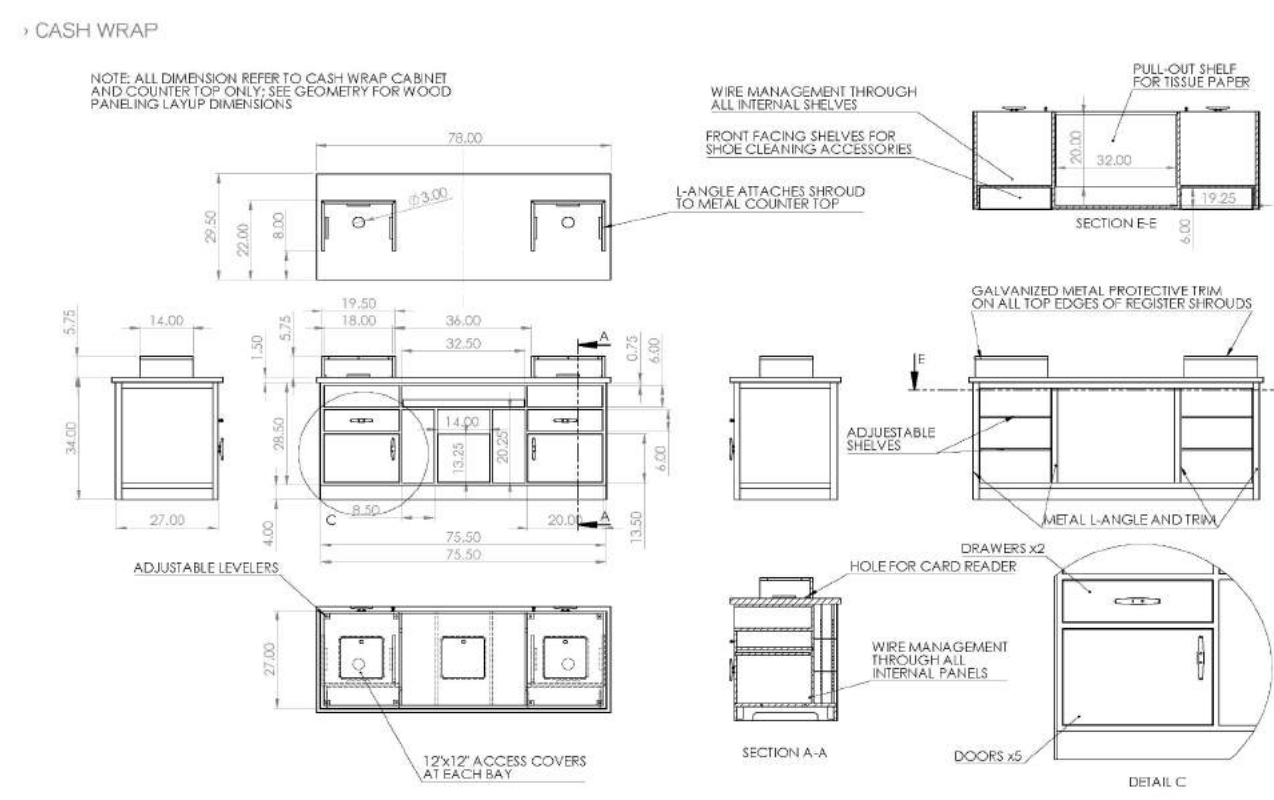
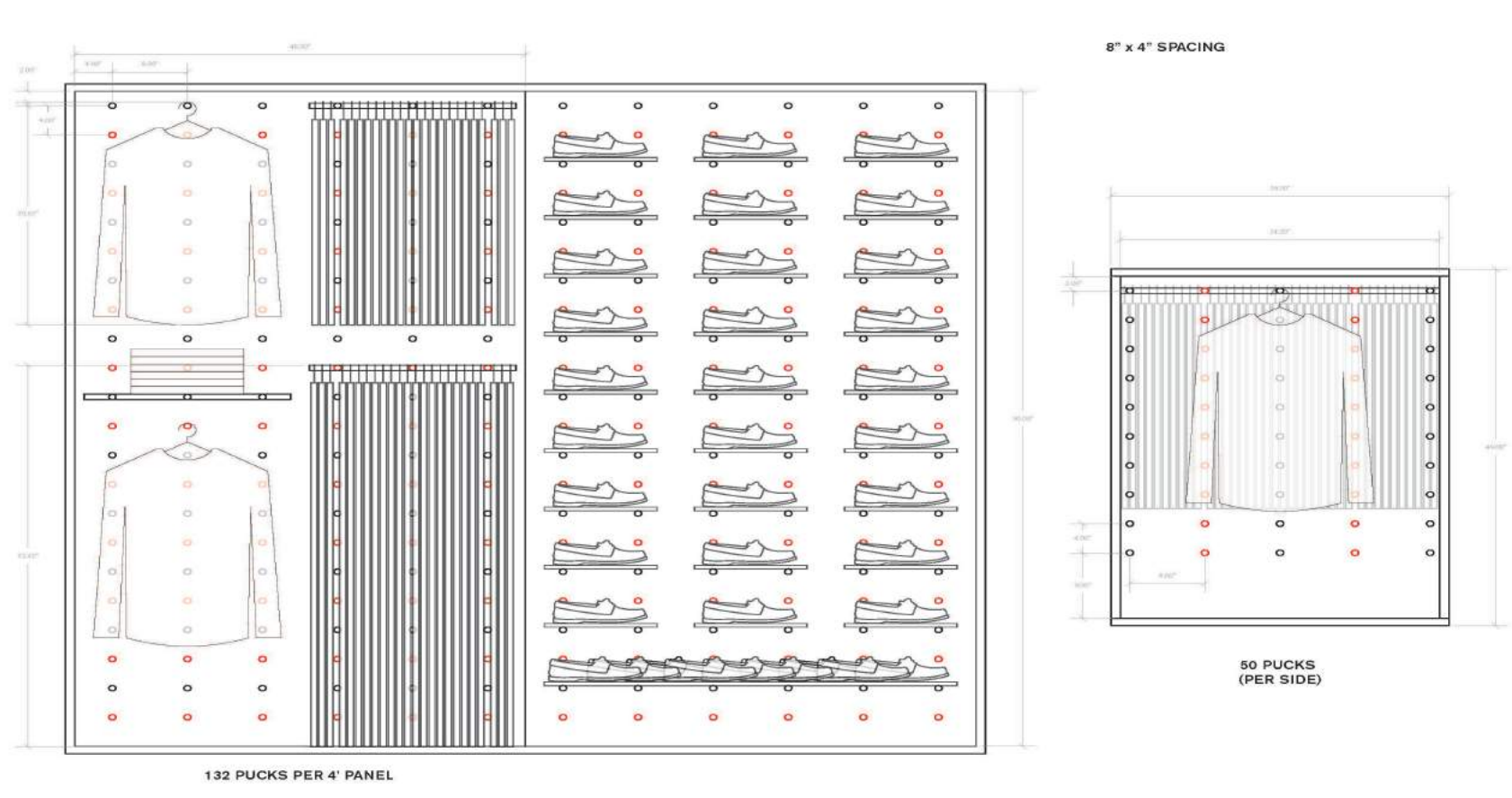
FIXTURE MATRIX

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|---|---|--|---|--|--|--|---|--|---|--|---|
| | | | | | | | | | | | |
| PWS-1 PEG WALL SYSTEM Size: 48"x72" (2x4) each Capacity: 20 units max Fixtures: 10-1, 10-2 | LVD-1 FOOTWEAR DESTINATION LINE VASE DISPLAY Size: 36"x36"x36" (table) Capacity: n/a Fixtures: 10-1, 10-4 | CUI-1 CASH WRAP FIXTURE Size: 36"x36"x36" Capacity: n/a Fixtures: 10-3, 10-7 | BU-1 BACK WRAP FIXTURE Size: 36"x36"x36" Capacity: n/a Fixtures: 10-3, 10-9 | FPU-1 PROTOTYPE BACK WRAP FIXTURE Size: 36"x36"x36" Capacity: n/a Fixtures: 10-3, 10-9 | PCD-1 PROTOTYPE CUSTOMIZATION BAR Size: 36"x36"x40" Capacity: n/a Fixtures: 10-1, 10-2 | L-1 LADDER Size: 36"x16"x10" Capacity: 8 units max Fixtures: 10-1, 10-2 | MTD-1 ROUND TABLE Size: 36"x36"x30" Capacity: 140 units max Fixtures: 10-6, 10-6 | MTS-1 RECTANGULAR TABLE Size: 48"x36"x30" Capacity: 80 units max Fixtures: 10-3, 10-1 | LPP-1 LOW PROFILE FIXTURE Size: 36"x36"x30" Capacity: 150 units max Fixtures: 10-1, 10-1 | MC-1 NESTED CHAISE Size: 48"x36"x30" Capacity: n/a Fixtures: 10-1 | MC-1 NESTED CUBES Size: 36"x36"x30" Capacity: n/a Fixtures: 10-1 |
| | | | | | | | | | | | |
| CDB-1 DOUBLE TABLE Size: 100"x84"x40" Capacity: n/a Fixtures: 10-1, 10-2 | VDB-1 VASE TABLE Size: 36"x36"x36" (table) Capacity: 100 units max Fixtures: 10-1, 10-3, 10-9 | MCE-1 LIFESTYLE HI-CAP FIXTURE Size: 36"x36"x36" Capacity: 100 units max Fixtures: 10-3, 10-9 | HPU-1 LIFESTYLE BACK FIXTURE Size: 36"x36"x36" Capacity: 24 units max Fixtures: 10-1, 10-2 | HR-1 HAIR RAIL Size: 36"x36"x36" Capacity: 24 units max Fixtures: 10-1, 10-2, 10-9 | HBU-1 BENCH Size: 48"x36"x30" Capacity: n/a Fixtures: 10-1, 10-1, 10-2 | LKH-1 LADDER KICKER Size: 36"x36"x30" Capacity: n/a Fixtures: 10-1 | LSD-1 LADDER STOOL Capacity: n/a Fixtures: Custom Details | PCS-1 PROTOTYPE CUSTOMIZATION STOOL Size: 36" seat height Capacity: n/a Fixtures: 10-3, 10-4 | SH-1 SHOE MIRROR Size: 36"x31.5" Capacity: n/a Fixtures: 10-1 | ASP-1 ACCESSORIES WALL PANEL Size: 36"x31.5" Capacity: n/a Fixtures: 10-1, 10-5 | LBP-1 LIFESTYLE BOX FRAME Size: 36"x36"x36" Capacity: n/a Fixtures: 10-1 |

CASH WRAP



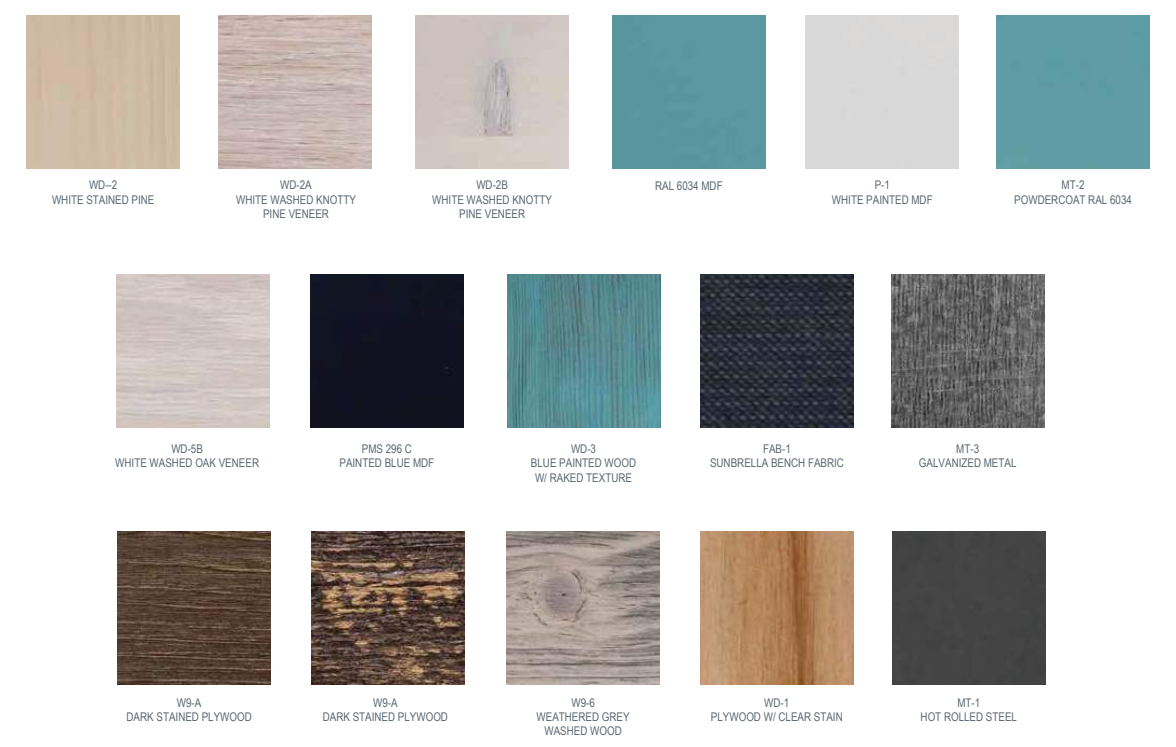
IN PROGRESS



TOP LEFT
Capacity studies were done to determine optimal spacing for the peg system to address visual and cost concerns.

TOP RIGHT
Life-size foam core volume studies were created from initial Design Intent drawings to review overall size and proportions with Sperry's Visual Merchandising team.

BOTTOM LEFT, RIGHT
Final detailed fixture drawings captured all design changes, providing information for pricing and engineering purposes to ensure that the final result was as close to the original design intent as possible.



TOP ROW

Extensive sampling was critical in translating the bespoke material palette for mass production, refining various hand finishes for consistency, durability, and cost.

BOTTOM LEFT

TCG was on-site during prototype installation at WWW's sales meeting. Weathered galvanized finish from storefront was matched for fixtures prior to production.

BOTTOM RIGHT

Fully functional prototypes allowed the visual merchandising teams to fully dress the fixtures, driving sales for international and domestic shops.

FOLLOWING PAGE

Madison, WI store photos.



