



DTC STORE 3.0 PROGRAM

The challenge was to translate Vans internal version 3.0 design into a program that would be functional, scalable, and producible off-shore without losing the design aesthetic and brand message. TCG constructed ways to sample, engineer, prototype and produce a combination of fixtures that would connect Vans 1.0 and 2.0 program concepts to the new 3.0 version.

TCG collaborated with Vans to develop two store programs that would contain exclusive new elements and fixtures to be installed in "A" and "B" locations. Through thoughtful value-engineering, our team composed unique final designs that captivated Vans new retail branding message. We strategized to create an extensive group of specific fixtures while maintaining speed to market, lower cost and higher program value. In addition, the TCG production team maintained a tight timeline and budget for prototyping and final production fixtures.

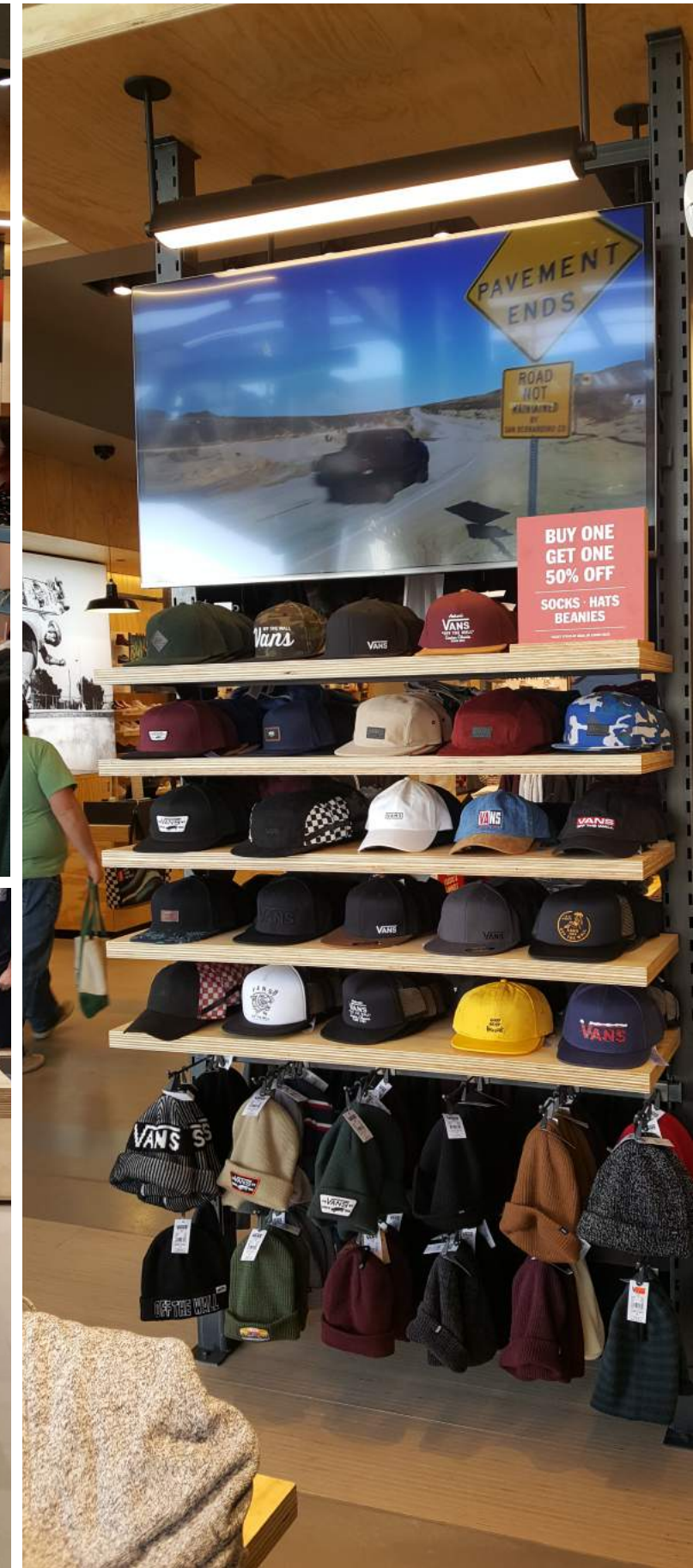


VANS

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INTERPRETATION

- 2 DESIGN DEVELOPMENT
- 3 EXECUTION



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