



## WOLVERINE WORLDWIDE MULTI-BRAND OUTLETS

Wolverine World Wide partnered with The Carlson Group to design a dynamic new presentation that brings the diverse collection of Wolverine brands together with an authentic and unique outlet experience, with thoughtful details reflecting the company's heritage and commitment to quality.

The design marries a factory/warehouse-inspired material palette with clean, modern forms and a simple, highly flexible merchandising system. The experience is enhanced with open sight lines that expose lifestyle and product story-telling focals, and color palettes that work together while staying true to each brand's DNA.

Fixtures were designed to be lightweight, easy to merchandise, and modular enough to meet the continually changing product mix. A modern magnetic peg system provides an interesting visual pattern and an extremely flexible blank canvas for merchandising and signage. Floor fixtures, including short and tall gondolas, can be rolled around the space for unlimited product presentations and brand touch-point opportunities.





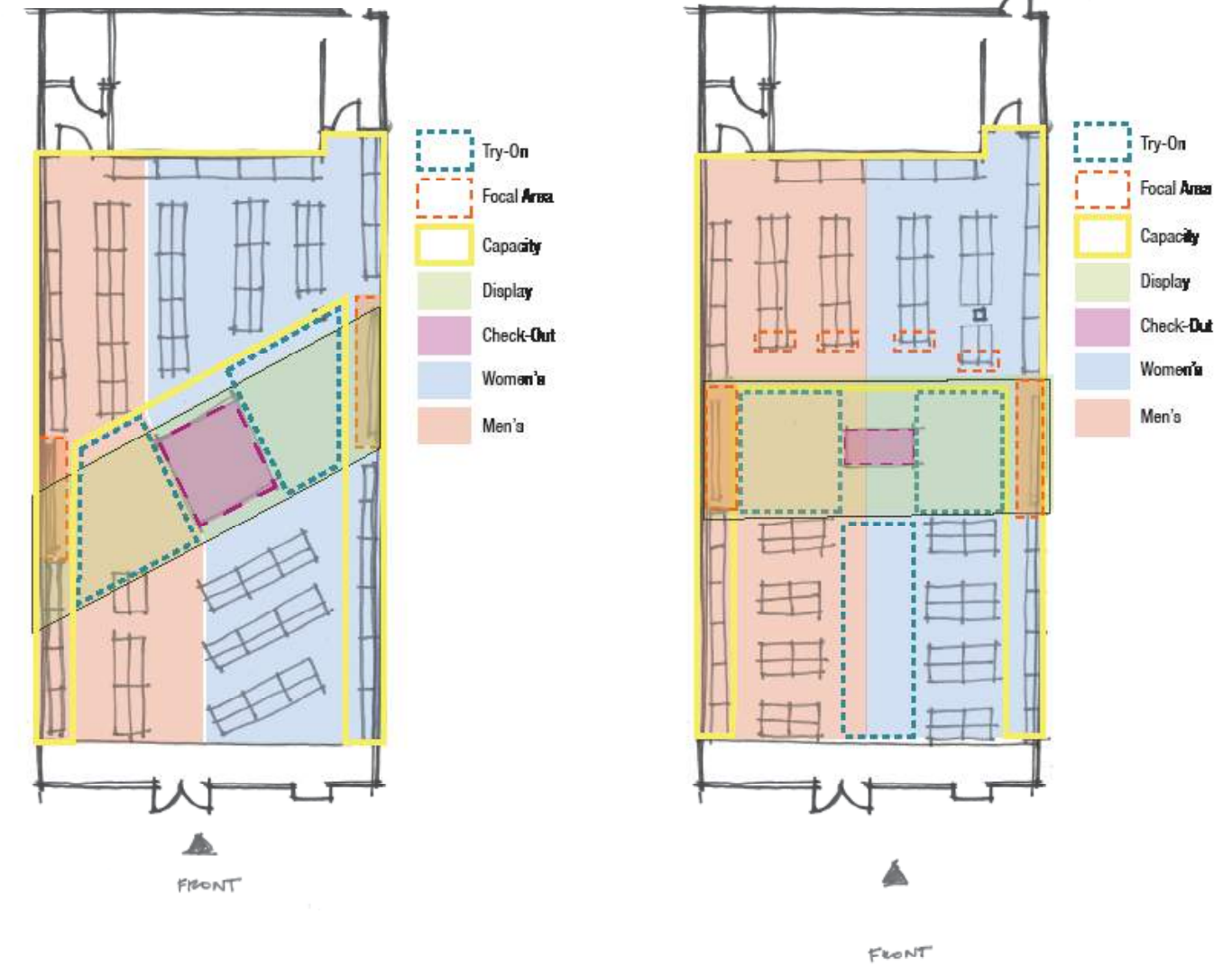
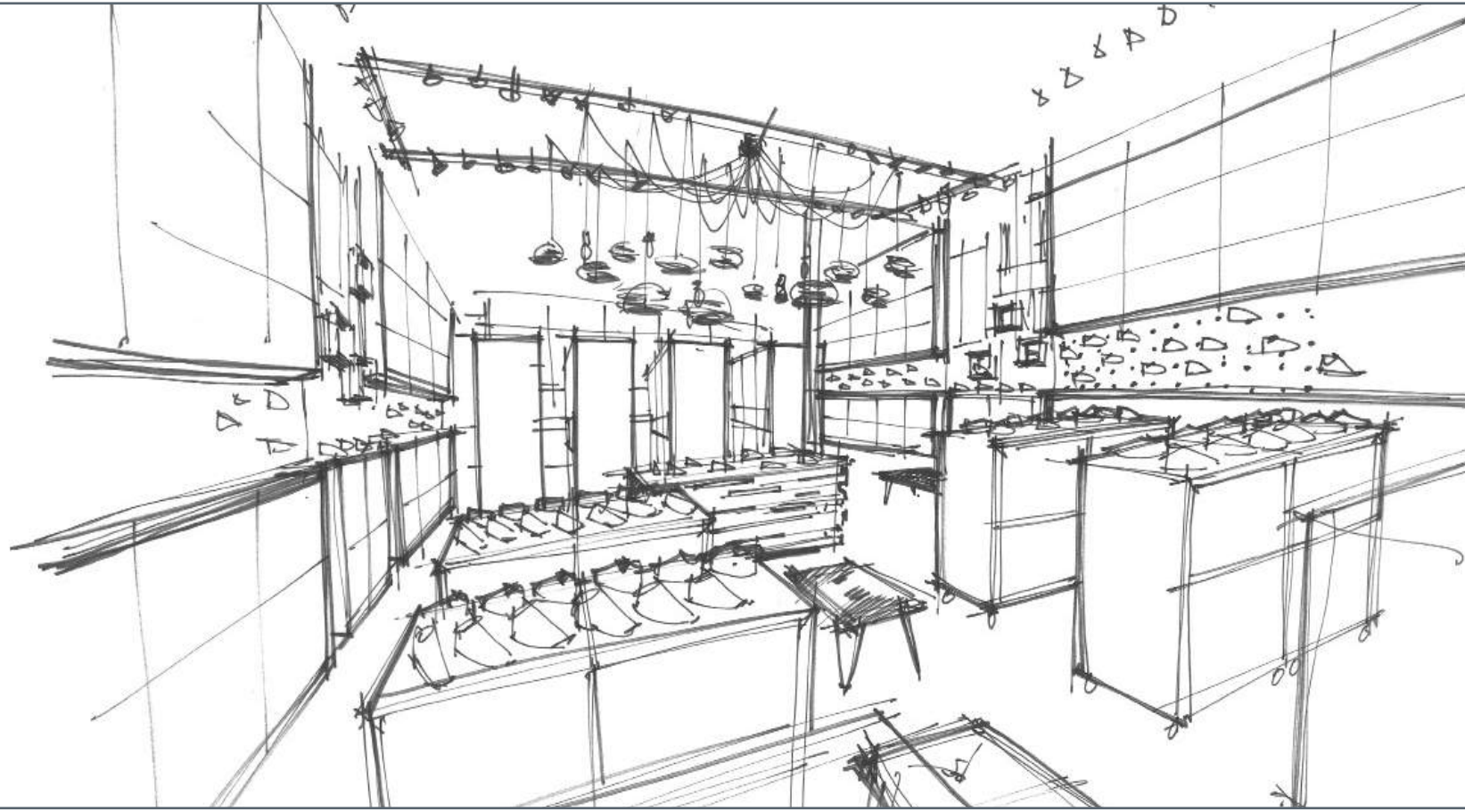
**EXISTING STORE**

A lack of merchandising flexibility and signage opportunities meant story-telling opportunities for brands were limited. Overall, the presentation needed more excitement.



**VISUAL DIRECTION**

Fresh, clean materials mixed with warm woods and pops of color. Unique and highly adaptable merchandising systems that also serve as a visual element. Simple and lowcost signage elements. Hero the product.



**LEFT**  
Early, rough sketches explored sightlines and focal areas that draw the shopper into the store.

**ABOVE**  
Sketched floor plans focused on zoning and product capacity.



**FAR LEFT**  
Modular wall system incorporates peg-based merchandising band, wood accents, box dividers, and sliding signage system to hide overstock above.

**TOP, CENTER**  
Signage rails double as attachment point for library ladder system for apparel and accessories.

**TOP, RIGHT**  
Floor fixtures were inspired by vintage step ladders and industrial structures. Individual units cluster together to create a high-capacity presentation with a minimal footprint.

**LEFT**  
Floor gondolas share components with wall system. Heavy duty casters allow 12' runs to be moved by a single person, allowing for easy floor changes.

**WOLVERINE** 

MULTI-BRAND OUTLET TEST STORE

INTERPRETATION  
DESIGN DEVELOPMENT  
EXECUTION



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