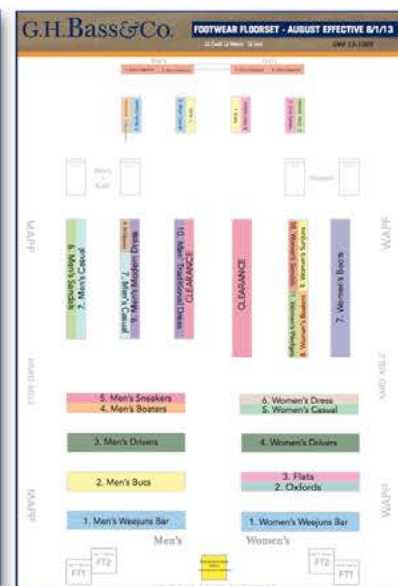
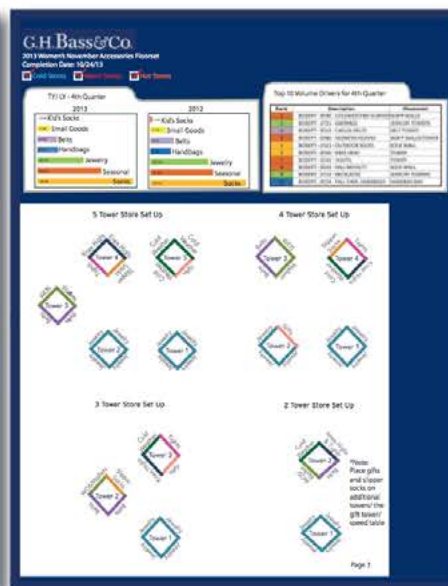
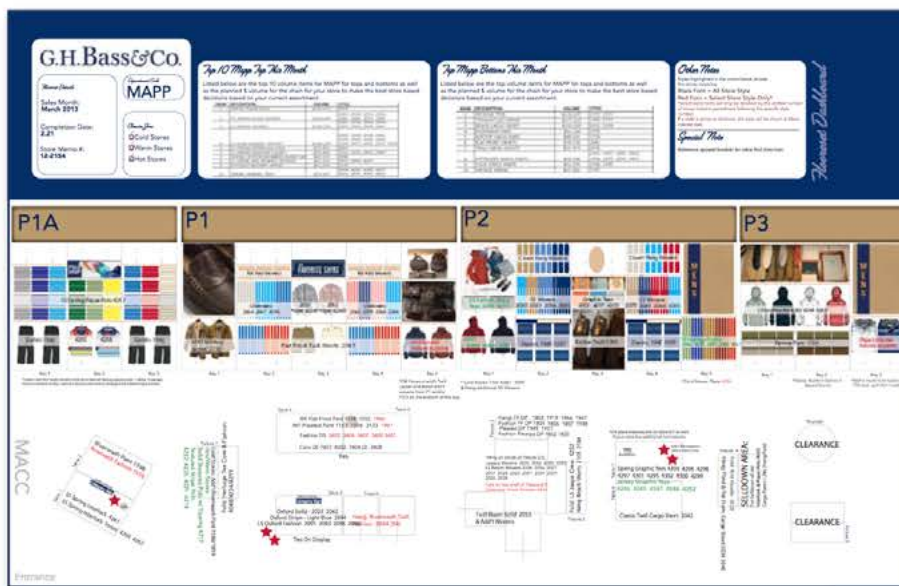


Eric T. Rewilak
PORTFOLIO

This creative content is proprietary of eric rewilak

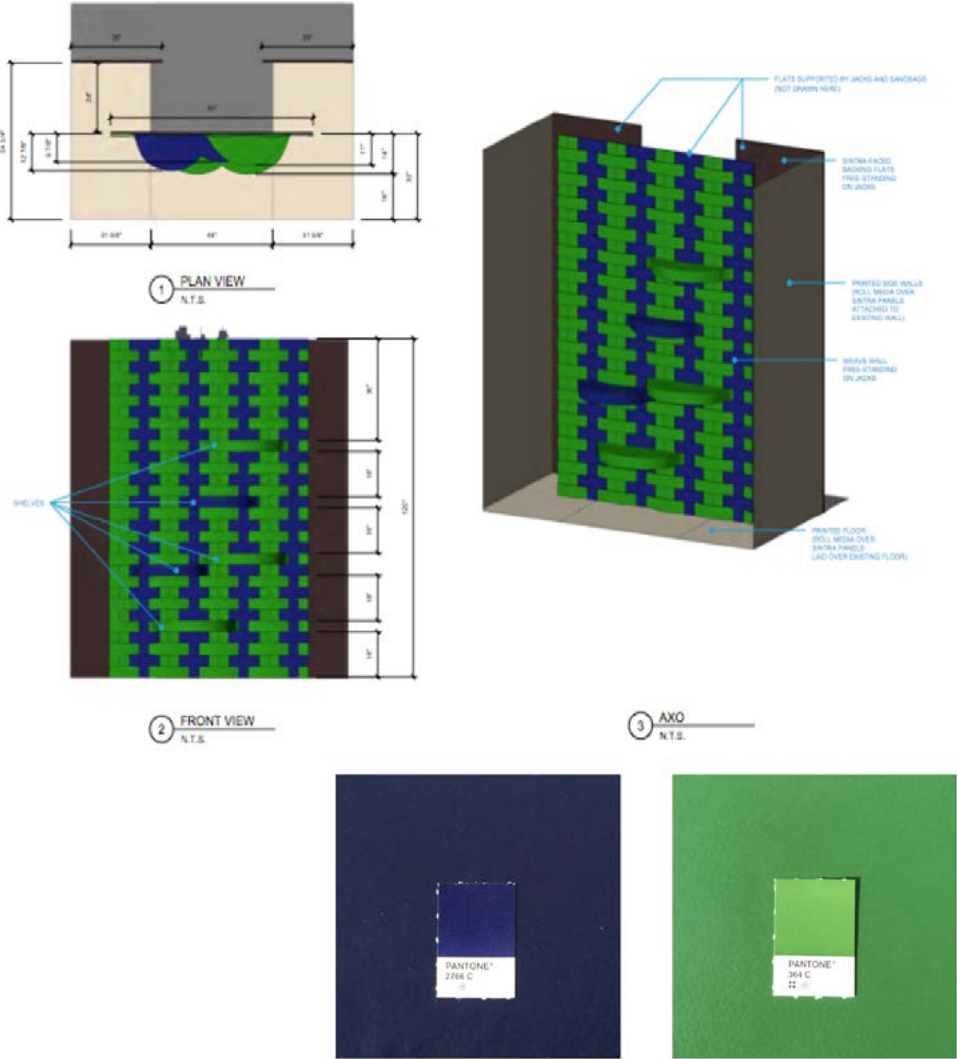


WINDOWS
concept to creation



WINDOWS

concept to creation

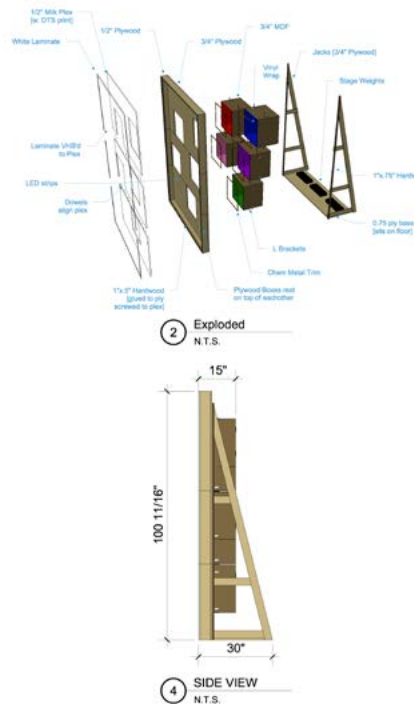


WINDOWS

concept to creation



PRODUCTION



CLIENT:
Tory Burch
JOB:
Holiday Windows
Madison
Overview
JOB #: 35

Project Manager: Jody	Revision # 0
Drawn By: Ethan	
DATE: 10.10.2014	

☐ APPROVED

☐ APPROVED AS CORRECTED

☐ NOT APPROVED

PROJECT MANAGER TO REVIEW (DRAWING)

QTY: 1

MATERIALS:
1/2" Milk Plex
3/4" Ply
1/2" Ply
3/4" MDF
Chem Metal
White Laminate
L Brackets
Hardwood
Stage Weights

FINISH:
OTS print [Plex]
Vinyl Wrap [Boxes]

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110 8th Street, Brooklyn, NY 11215
718.554.7027

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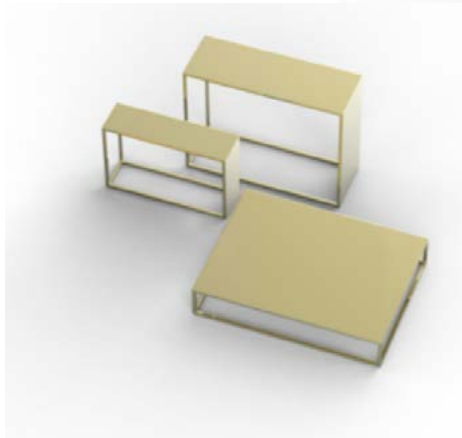
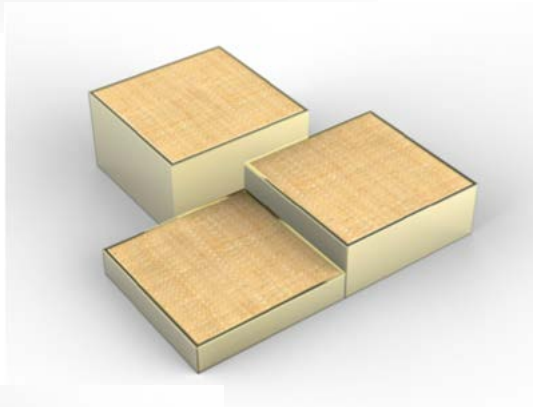
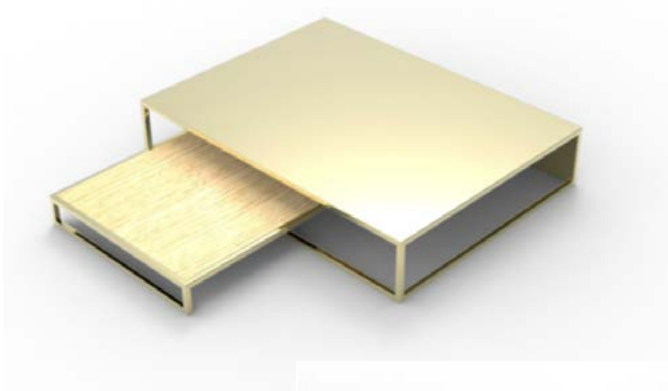
1 OF 1



TORY BURCH WINDOW PRODUCTION CALENDAR

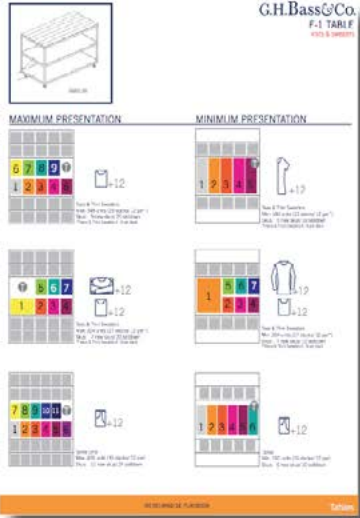
FIXTURE DEVELOPMENT

concept to creation



COMMUNICATION

standards / windows / pos



Window Contest Announcement

G.H. Bass & Co.

<p>Region 1 Winner 618 Deer Park, NY Congrats to Doug & Team!</p> <p>In the words of Doug & Team: "Store had to make adaptations to the main window and they went right in line. They kept the sign of the same lighting and kept the styling of the direction while adding the P&R display as directed in different formats. The entire window was executed in a consistent & fun department theme. Once again, thanks to the support of the team. They understood how to have a fun, creative, and keep the marketing sophisticated and money sensitive."</p>	<p>Region 2 Winner 150 Birch Run, MI Congrats to Stacy & Team!</p> <p>In the words of Stacy & Team: "To show 120 because they want to go to a 120 and afford some showing that was long and fun. The feature was at 120. By using these features, they were able to create a new look for their window that looks similar to some of the new styles. The overall window presentation and the great new product has produced a positive impact for this store as far as sales."</p>	<p>Region 3 Winner 607 Charleston, SC Congrats to Kim & Team!</p> <p>In the words of Kim & Team: "To always challenge with the amount of windows that need to be addressed. Additionally, we have to become a 120 window with the feature display below. Great job to Kim on keeping a strong power to the game message and balancing between it in a clean and convincing way in a store that has a busy window."</p>	<p>Region 4 Winner 631, Grand Prairie, TX Congrats to Aaron & Team!</p> <p>In the words of Aaron & Team: "Photo 1 shows 120 windows and the store manager. Aaron created a 120 window, a new window that will get to see a good display in their store they came to. Photo 2, really cool display with the entire window wall, used some creative things it is larger than the example in the direction, something a strong primary display."</p>
<p>Runner Up 310 Fishkill, NY Congrats to Doug & Team!</p> <p>In the words of Doug & Team: "Window adaptation message. We did not have all the required stuff for an display to adjust it were made. In addition we did not have the right tools as we had to hang posters where marketing should have been allowed to be made. Thanks to the support of the team. They understood how to have a fun, creative, and keep the marketing sophisticated and money sensitive."</p>	<p>Runner Up 385 W. Lancaster, OH Congrats to Tobie & Team!</p> <p>In the words of Tobie & Team: "To show 120 because they want to go to a 120 and afford some showing that was long and fun. The feature was at 120. By using these features, they were able to create a new look for their window that looks similar to some of the new styles. The overall window presentation and the great new product has produced a positive impact for this store as far as sales."</p>	<p>Runner Up 574 Orlando, FL Congrats to Steve & Team!</p> <p>In the words of Steve & Team: "Due to limited space in the center window this display is always challenged to make the biggest impact in this primary window. Adding to the center window challenge, the side windows are very limited in size. We presented with our own message. Another focus, to incorporate on what would be next and make the best impact for our store."</p>	<p>Runner Up 450 Petaluma, CA Congrats to Barbara & Team!</p> <p>In the words of Barbara & Team: "Store does not have all the fun stuff that high volume stores do, but they make the most of what they do have. Clean, neat window that shows a clear message."</p>

VISUAL MERCHANDISING

creative concepting to in-store delivery



BRAND ENVIRONMENT BUILDING

presentations / press events / summits



NEW CONCEPT STORE

initial design to opening

- Store Design Objectives:

- More Engaging Leaseline
- Premium Front Entry Feature Area
- Flexibility of Fixturing:
Clothing To Footwear, Footwear To Clothing
- Easier Category Recognition
- Rustic Contemporary Attitude



NEW CONCEPT STORE

initial design to opening



LOW COST INITIATIVES

modest makeovers with great impact



LOW COST INITIATIVES

modest makeovers with great impact

before



after

