

A photograph showing several women from behind, wearing elaborate, colorful, and textured clothing. One woman in the center wears a red and white patterned dress with a fringe hem and a large, ornate hat. Another woman to her right wears a light-colored, sequined dress and a large, light-colored hat. The background is a plain, light-colored wall.

“AS BEAUTIFUL-
INSIDE AS
OUTSIDE”



METHODOLOGY

A well organized and highly functional Back of House organization is as important as a beautifully designed and exquisitely merchandised Front of House in the delivering the desired client experience.

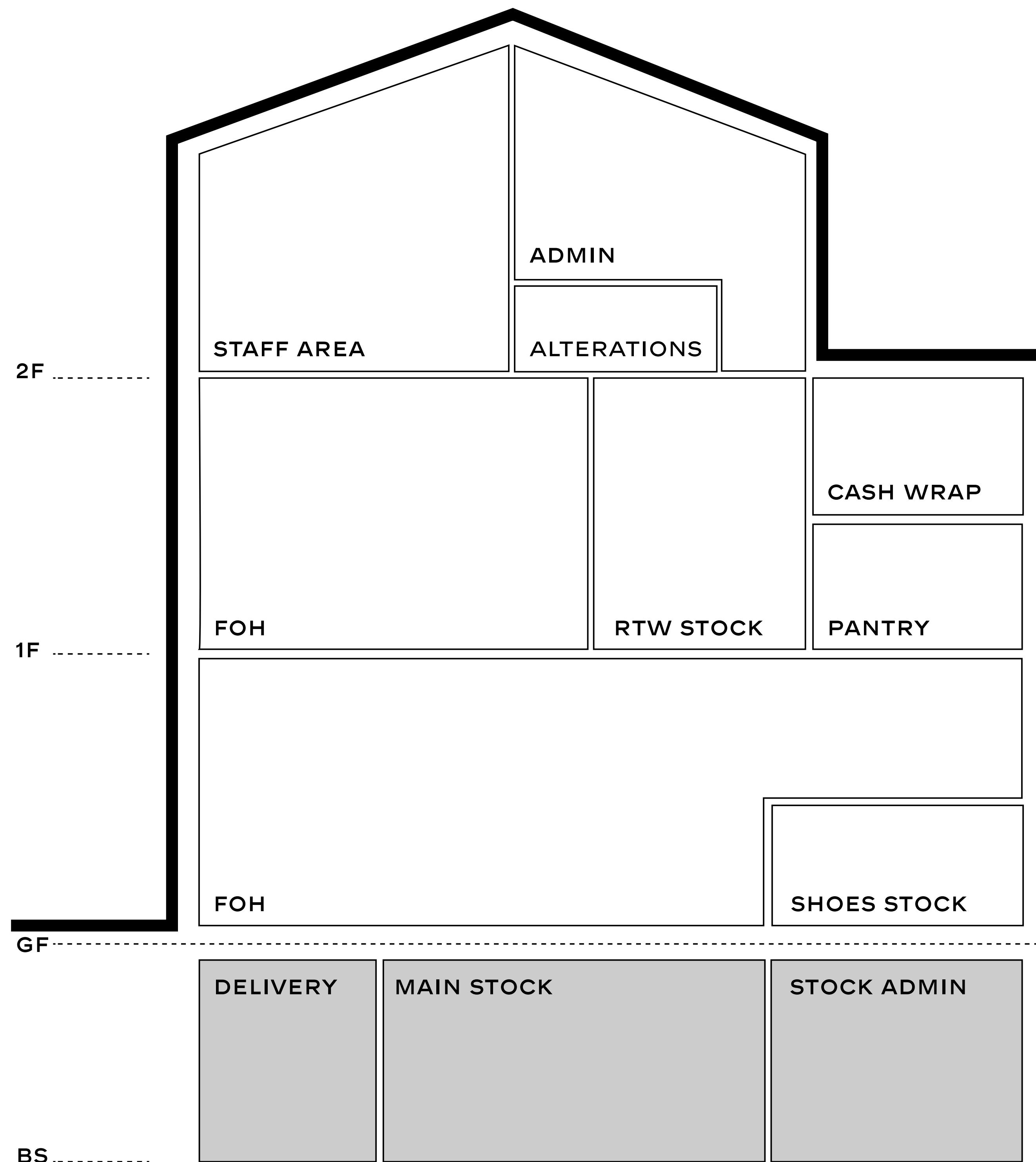
We want to create an environment for our boutique employees in which they can function effectively and efficiently.

Employees should feel at ease and as respected as our clients.

Back of House (BOH) organization is key to delivering service and optimizing sales.

BOH functionality should match the innovative level of FOH design.

This section is designed to be used by the XXL opening project team and by boutique management on an on-going basis. We will focus on three examples: Staff area, Administrative area and Alterations rooms, delivering key rules.





KEY RULES FOR THE STAFF AREA

THE STAFF AREA PLAYS A MAJOR ROLE IN THE ORGANIZATION OF THE BOH.

A well-designed and functional staff area is key for a motivated team, who will provide the perfect service to our customers.

The staff area could be located outside the boutique (also partially) if necessary.

It should be disconnected from product stocks and have an access control system.

LOCKER ROOMS

RESTROOMS/SHOWER

KITCHEN/LUNCH AREA

BREAK OUT AREA

READING AREA



LOCKER ROOMS

Could be located outside the actual boutique space (however in proximity to boutique).
Use resistant and low maintenance materials.
Individual lockers or double, minimum width 25cm for coats and uniform, ideally built in.
Include full size mirrors, benches and Make up corner.

PROLOGUE

FOCUS ON ORGANIZATION

FOCUS ON PEOPLE

FOCUS ON INFRASTRUCTURE

TOOLS



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ADMINISTRATIVE AREA

ALTERATIONS ROOMS



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ADMINISTRATIVE AREA

ALTERATIONS ROOMS



RESTROOMS/ SHOWERS

To be located next to lockers and staff rooms
Include disabled toilets
Plan adequate number according to staff quantity
Add Make up area in Ladies room

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ALTERATIONS ROOMS



KITCHEN/ LUNCH AREA

Plan seated and standing eating possibilities (Tables/high desk).

If possible, plan several rooms for lunch/snacks/coffee break.

Use resistant, low maintenance and sound absorbing materials.

Natural daylight or good quality lighting.

Plan adequate number of fridges, micro waves and storage space according to staff number.

Optional: screen for Chanel news or fashion show.

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BREAK OUT AREA

Plan comfortable seats or sofas and side tables.
Include carpets to create a warm atmosphere.
Natural daylight or good quality warm lighting
Optional: Foot massage, Ipads...

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READING AREA

Plan comfortable seats or sofas and side tables .
Plan rack for magazines and newspapers.
Optional: reading table with internet connection/
plugs/IPads.
Natural daylight or good quality lighting.



KEY RULES FOR THE ADMINISTRATIVE AREA

THE ADMINISTRATIVE AREA NEEDS TO BE PRACTICAL AND PRAGMATIC.

Ideally it should have natural day light (at least retail offices). They should always be located inside the boutique space or within the building in another floor.

Due to the growing number of 'new professions' in our XXL boutiques (CRM manager, HR, operations...) sufficient space should be allowed for a possible extension of this area.

MANAGERS OFFICE

RETAIL OFFICE

MEETING/TRAINING ROOM



MANAGER OFFICE

Should be a closed, lockable room, acoustically separated from the other spaces (confidence). Plan a standard desk, lockable cupboards and possibility to have a meeting with guests or staff members.

Ideally visually connected to retail office spaces
Plan space and connections for a printer for confidential documents.



RETAIL OFFICE

Could be an open space for several staff members
Plan sufficient connection points for additional staff.



MEETING/ TRAINING ROOM

Could be an shared room, not necessarily with daylight.

Plan sufficient connection points and screen for projections.

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ALTERATIONS ROOMS

Should have daylight and good quality lighting.
Should be a closed and lockable room, located near to RTW area (ideally on the same floor).
Floor should be easy to clean (avoid carpets).
Plan a long working desk for the sewing machines near to the window (size according to number of Alterationists).
Include lockable cupboards for hanging merchandise and drawers for small accessories.
Air Conditioning is mandatory.

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