brand model

STAFF

By

PROMISE

Show essence of
individual customers

Collection of different
cultural furnishing

Guides

PRODUCT — Delivers — **EXPERIENCE** — Shapes — **PERCEPTION**

Furnishing home products

E-commerce

Retail store

SYMBOL

Represents

PIER 1 IMPORTS

Represents

BRAND — Can be — **MEASURED** — By

Builds

STAFF

Develop

Hospitable

Quality

Decor