



BRAND BETSY JOHNSON

STEVE MADDEN PRODUCTION

By: Terria Mcneil

www.betseyjohnson.com    

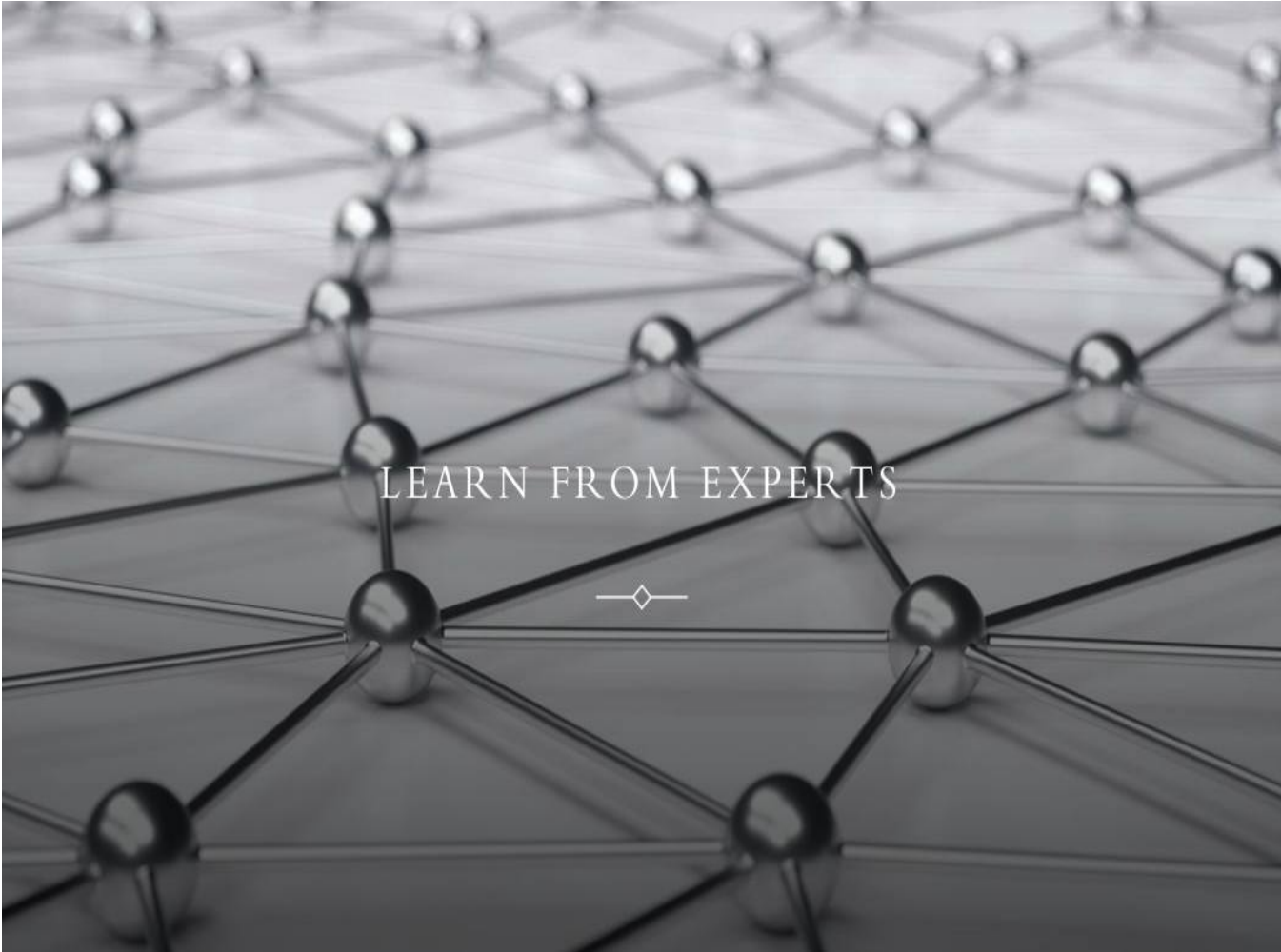


Brand Overview

Who exactly is Betsy Johnson? She is a renowned American fashion designer recognized globally for her punk rock fashion brand, which allows individuals to express themselves through bold and playful outfits. Her creations are characterized by edginess with a touch of beauty. At the start of her fashion journey, she introduced a rock 'n roll aesthetic to the industry and received accolades from fashion critics. Unfortunately, this brand was disbanded in 2012 and bought by Steve Madden, however, Products branded under the Betsey Johnson brand are distributed through department stores and online retailers. Due to the distinctive styles, establishing a dedicated physical store exclusively for Betsy Johnson could greatly enhance retail sales beyond the department store, as her brand continues to thrive today.

The brand design exudes playfulness, vibrancy, and abstraction. It embodies a quirky charm with a touch of humor evident in the window display. Her collections featured a mix of hand-sewn, and machine-sewn items such as purses, jackets, dresses, and belts. This brand offers a wide range of modern and vintage clothing that appeals to people of all generations. The purses are adorned with embroidered images, adding a colorful and playful appeal for women who embrace their feminine side. The target clientele is women who seek to make a statement and gravitate toward distinctive pieces that defy conventional norms.





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Brand Theme

- ❖ **Visioning – What is the vision of your store?**
- ❖ **How will you create emotional connections between your store and the shoppers?**
- ❖ **What interactive elements will your store have?**
- ❖ **How will you make the shoppers to re-visit you store (the physical store, not online shopping)?**

The recurrence of history often coincides with the resurgence of fashion trends. My objective is to revive punk rock nostalgia, allowing the present generation to relish in its essence. The upcoming store will exude a vibrant, imaginative, and lively ambiance, brimming with colors.

The primary objective is to create remarkable shopping experiences that will entice customers to return. The music selection will vary on specific days of the week to cater to all age groups. The ambience and lighting will be set at a moderate level to maintain the vibrant and energetic atmosphere of the store.

The main goal is to establish exceptional shopping experiences that will attract customers to come back. The music assortment will change depending on the day of the week in order to appeal to all age ranges. The ambience and lighting will be adjusted to a moderate level to uphold the lively and dynamic atmosphere of the store.

Having employees present can greatly impact a customer's choice to return to a brick-and-mortar store. Consistently advertising excellent sales and promotions each week is more effective than doing so sporadically. Showcasing new styles weekly can attract back the trendsetting fashion enthusiasts. Additionally, offering thorough training to employees regarding the store's merchandise can enhance their skills in cross-selling and providing effective customer assistance.

Focal Points



Lively location that caters to customers of all ages.

To fully showcase the color and texture embroidery details of the purses, I would place them in front of the store close to the window for an outside view.

I would incorporate semi-realistic mannequins that exude a touch of realism and balance.

I plan to position approximately six mannequins, three on each side of the window to be adorned with rock 'n roll garments.

To enhance the visual appeal, LED contrasting lighting will be directed toward the three mannequins, and the props on each side also be used for nighttime viewing.

Some components featured in my window include humor and a proper proportion of space between all items for a better visual effect.

The main focal point will be the shoe displays on the light-up cubes featured in my store window.





Betsy Johnson Outlet





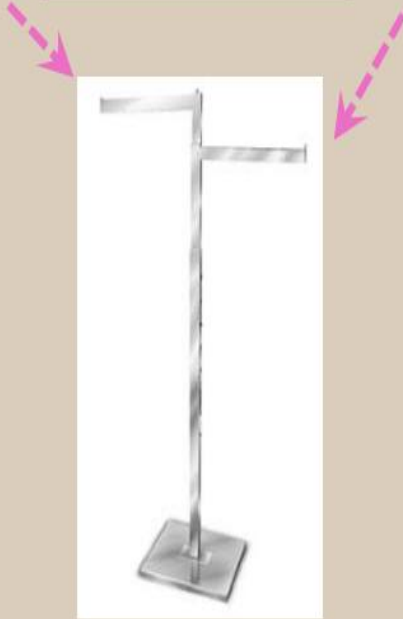
STORE FIXTURES

Place holder 2

Item: Betsey Tiered Tulle
Lavender & White
Retail Price: \$80



CLOTHING T STAND



Place holder 1

Item: Betsey Tiered Tulle
Hot Pink & Black
Retail: \$80

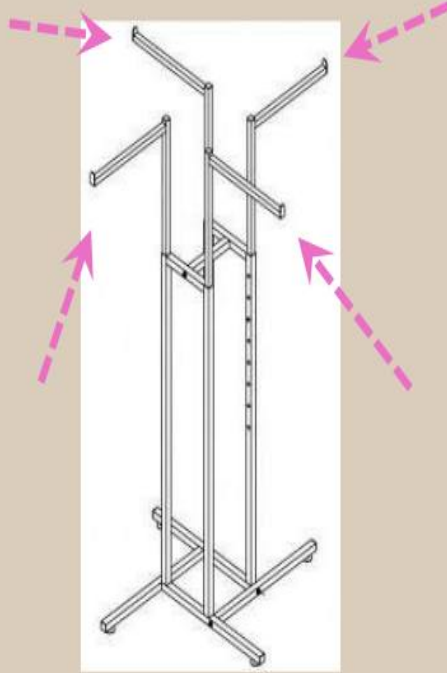


Place holder 3

Item: Vintage lace up Top
Retail: \$35



**CLOTHING QUAD
RACK**



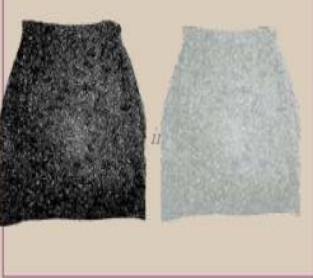
Place holder 1

Item: Tulle Skirts
Retail: \$60



Place holder 4

Item: Rhine Stone Skirt
Retail: \$50



Place holder 2

Item: Vintage Puff Sleeve Top
Retail: \$35



Place holder 1 (Hanging)

Item: Tops & Dresses
Retail: \$10 - \$35



CLEARANCE ROUND
RACK



Place holder 1 (Hanging)

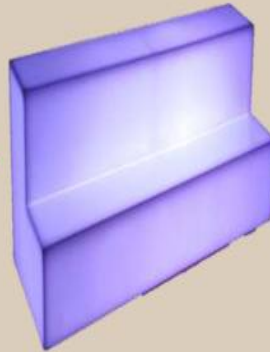


Place holder

Item: Purses, Handbags
Retail Prices: \$40 - \$95



Insert an image here.



Place holder 1

Item: Wedges & Heels
Retail: \$50 - 109



Insert an image here.



Place holder 2

Item: Flat Shoes
Retail: \$50 - 109



Insert an image here.



STORE SIGNAGE

OPENING
SOON



Selling sign



Category card



DRESSES

Category card



BOTTOMS



WALL DESIGN
& PROPS





Wall & Table Display

Due to the store's location and size of the store, small props are necessary!

Pipeline freestanding kit with face outs with two shelves for accessories display.

Two-layer nesting display table for folded garments like pants, tops, and little accessories for design.





Shoe & Accessory Wall Display

Due to the store's location and size of the store, small props are necessary!

The Slatwall H-unit display is perfect for a smaller store setting to save space.

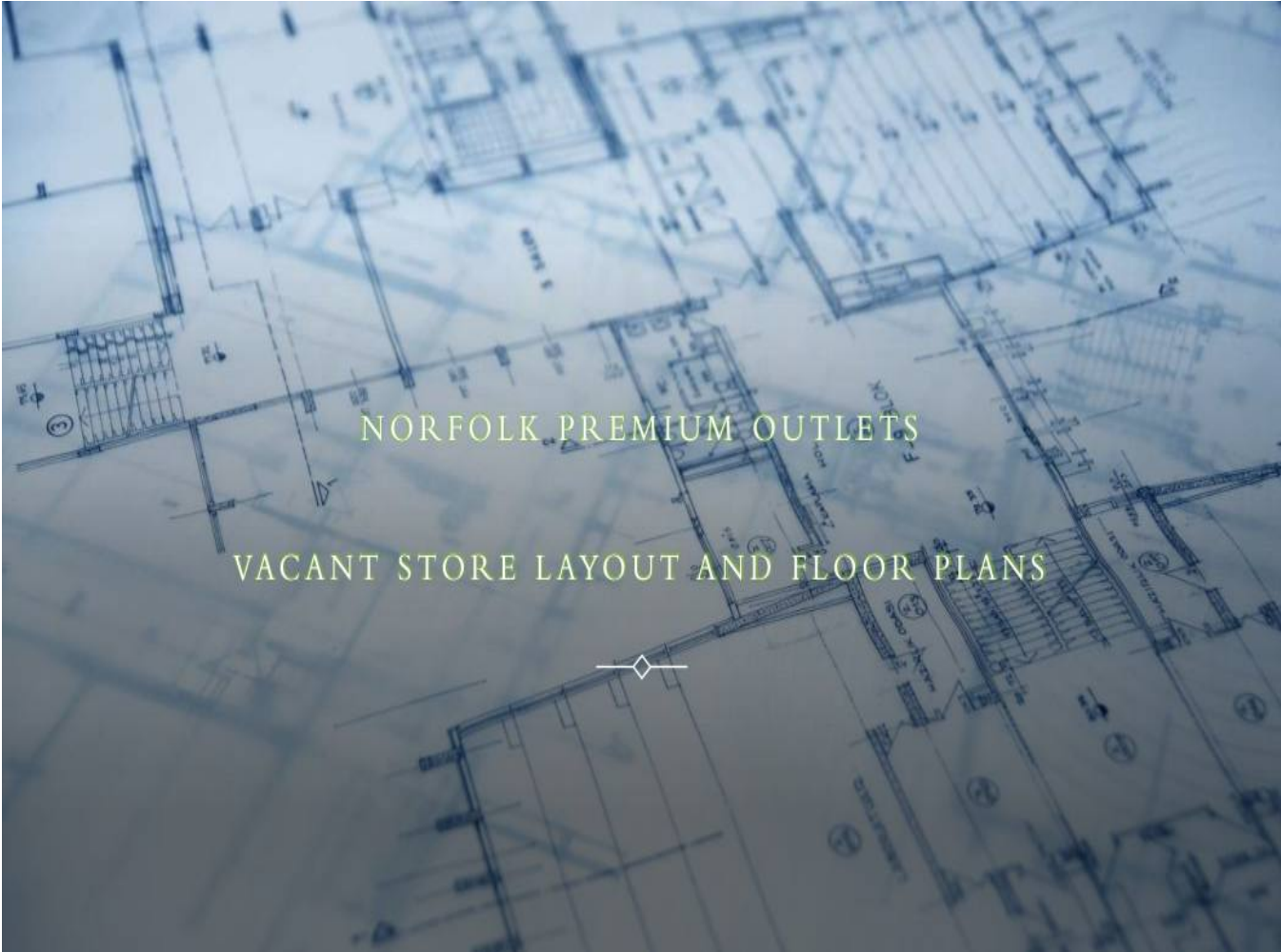
The slatwall L-shaped display is perfect for a smaller store setting to save space.



Props

These props possess great versatility and are appropriate for any occasion or season. They are illuminated step stools and benches that come with LED lighting capable of changing colors. The lettering on the cubes can be effortlessly interchanged to showcase any desired word. Furthermore, they offer a cost-effective solution as an alternative to frequently replacing props for every season. They will be placed in the store front window and near the cash registers.





NORFOLK PREMIUM OUTLETS

VACANT STORE LAYOUT AND FLOOR PLANS

Enterprise Rent A Car AZALEA ACRES

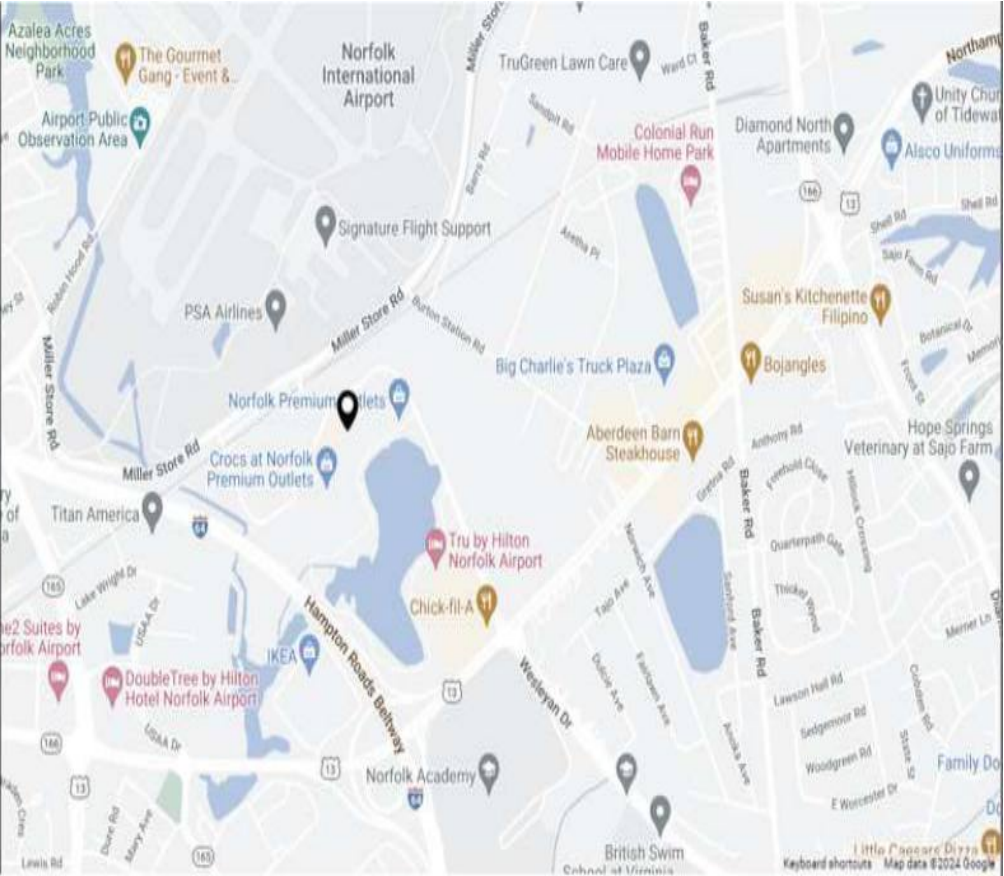


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CONTACT CENTER TEAM

CONTACT LEASING TEAM



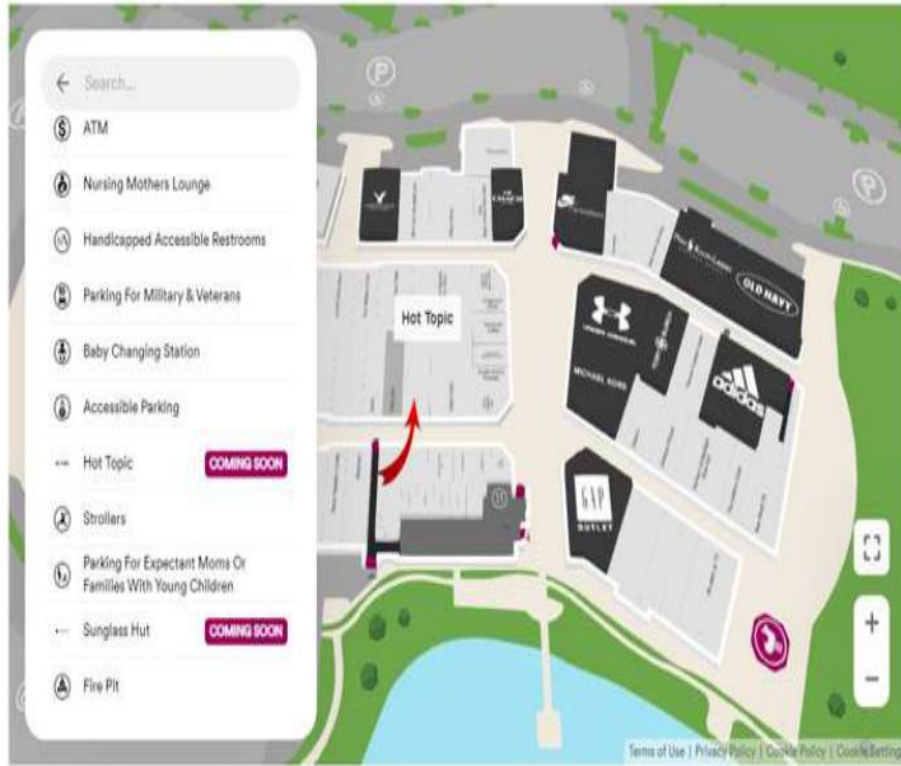
STORE LOCATION

Tour The Property

Vacant Spot
Next to the Hot Topic

Leasing Options:

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Simon Property Group
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Indianapolis, IN 46204
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STORE LOCATION

BETSY JOHNSON Outlet



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