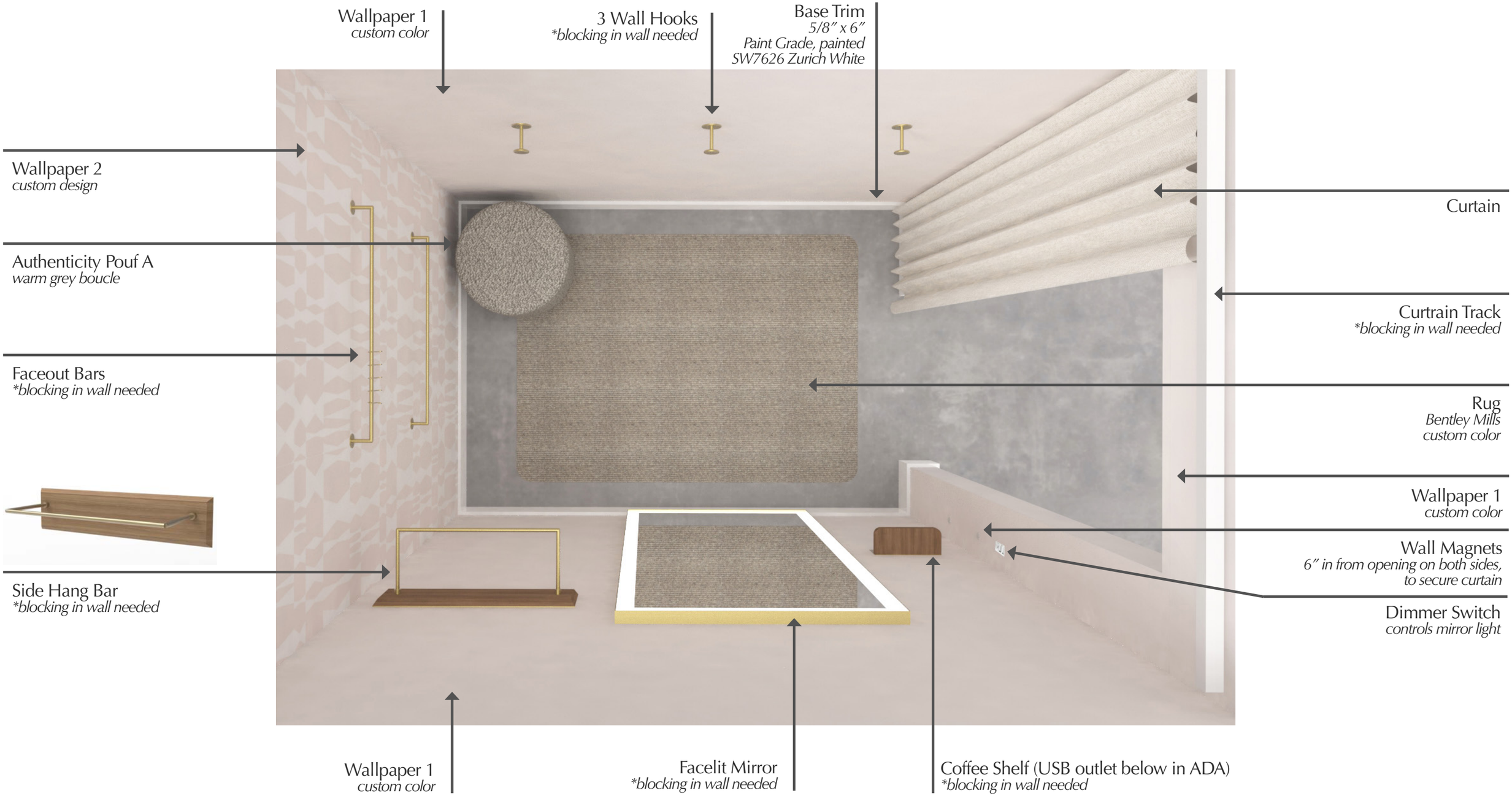
EVEREVE

3.5 Store Design Standards

Main Wall + Hardlid Ceiling under 12′
SW7626 Zurich White

Walls above 12′ + OTD Ceiling
SW7516 Kestral White




Wallpaper 1
custom color
3 Wall Hooks
*blocking in wall needed
Base Trim
5/8" x 6"
Paint Grade, painted
SW7626 Zurich White
Wallpaper 2
custom design
Authenticity Pouf A
warm grey boucle
Faceout Bars
*blocking in wall needed
Side Hang Bar
*blocking in wall needed
Curtain
Curtrain Track
*blocking in wall needed
Rug
Bentley Mills
custom color
Wallpaper 1
custom color
Wall Magnets
6" in from opening on both sides,
to secure curtain
Dimmer Switch
controls mirror light
Wallpaper 1
custom color
Facelit Mirror
*blocking in wall needed
Coffee Shelf (USB outlet below in ADA)
*blocking in wall needed

Dividing Walls are 10’h, Perimeter walls go to deck.

ACT drop ceiling at 10’





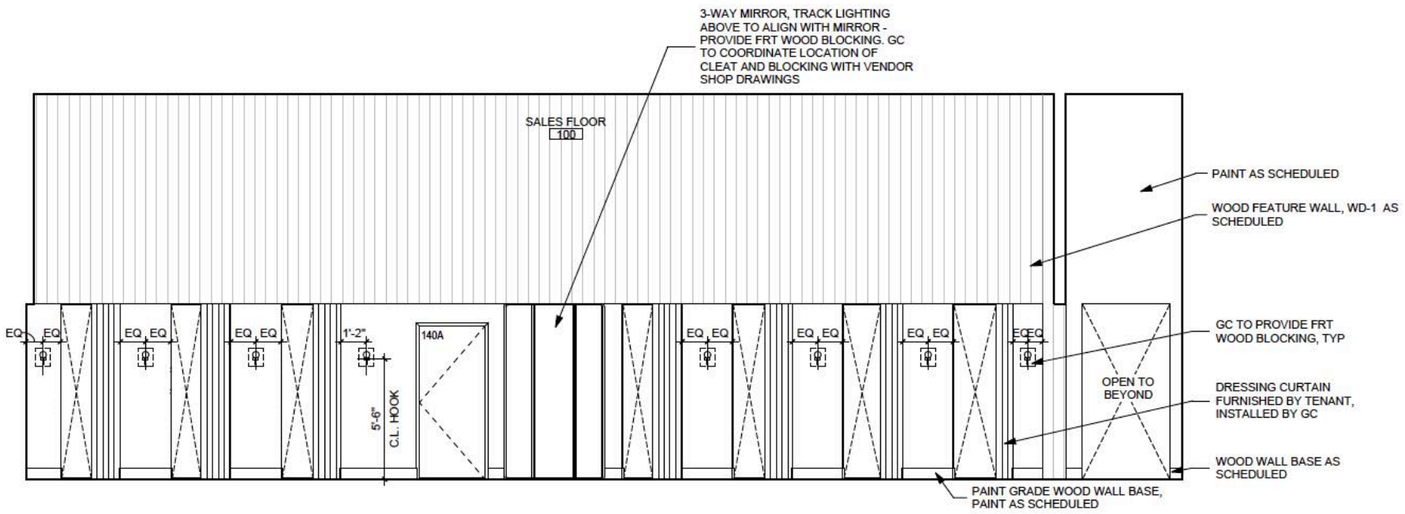


Wallpaper 1 is used on these walls for enhanced durability

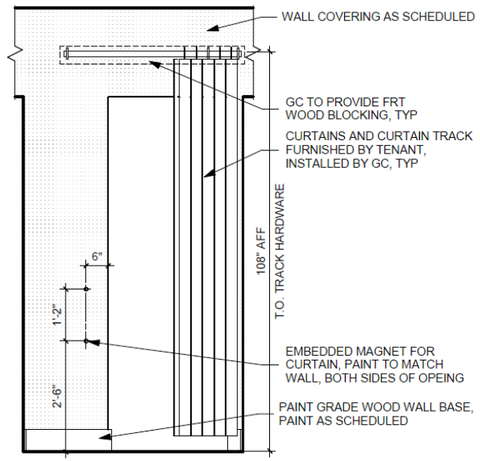
Curtains should all open in the same direction, and opposite the name hook. Ideally, opposite the coffee shelf inside as well.

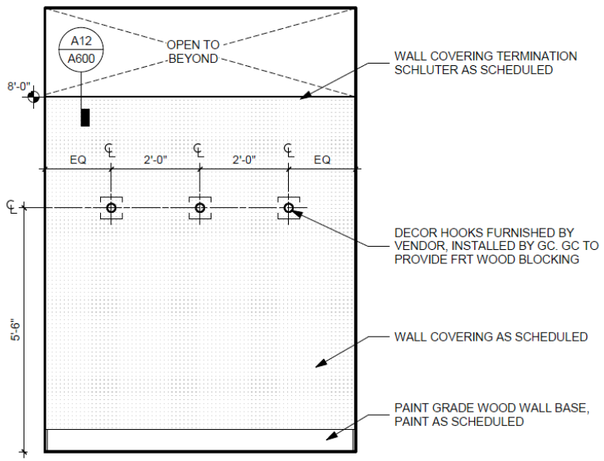
Curtains end 4″ inches above the floor to allow for air flow, sound travel, and overall cleanliness.

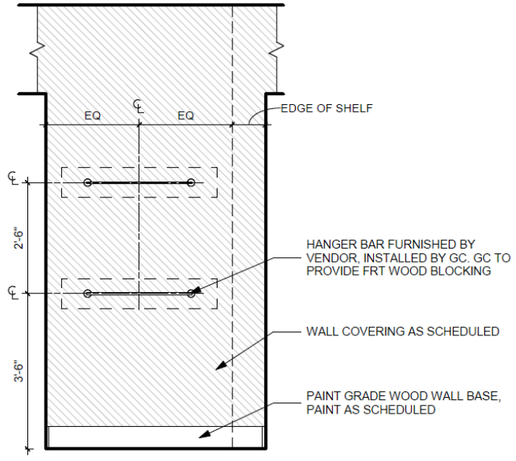
Whenever possible, finish both ends of a fitting room run with a black wood column. This frames out the experience area and helps ground the heavy, dark material. Ideally no less than 12″ in width.

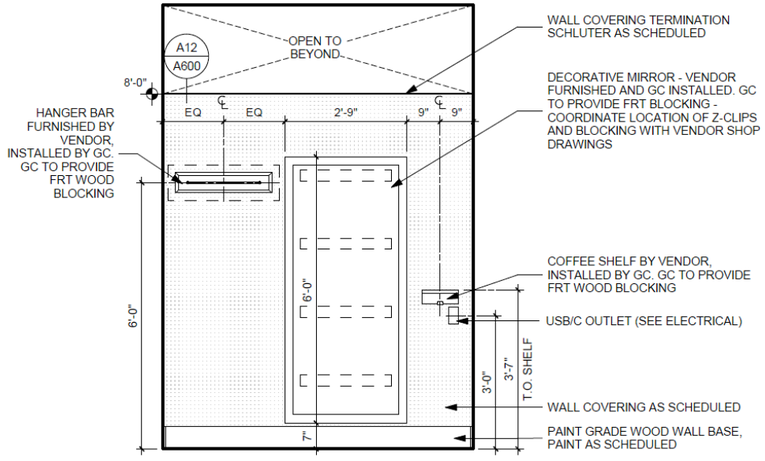


Typical Fitting Room

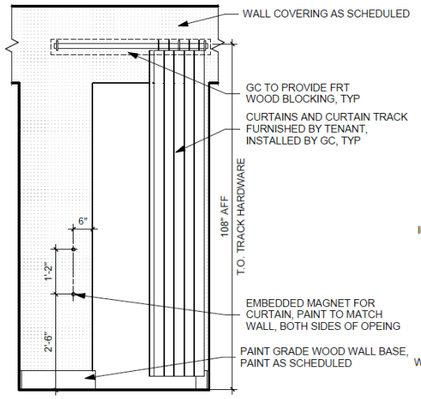


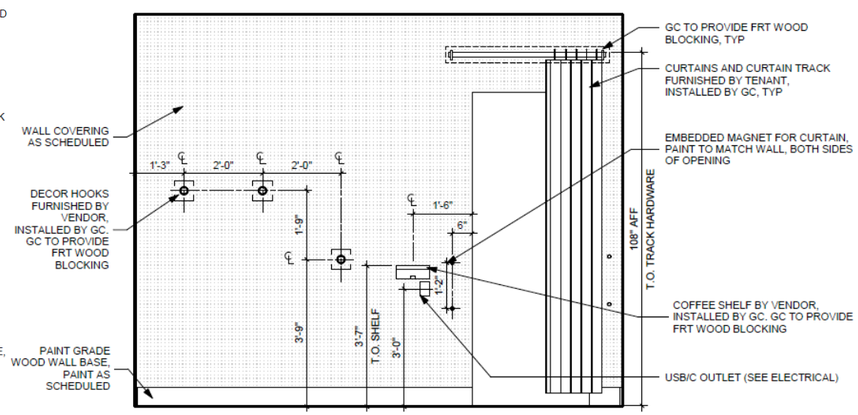


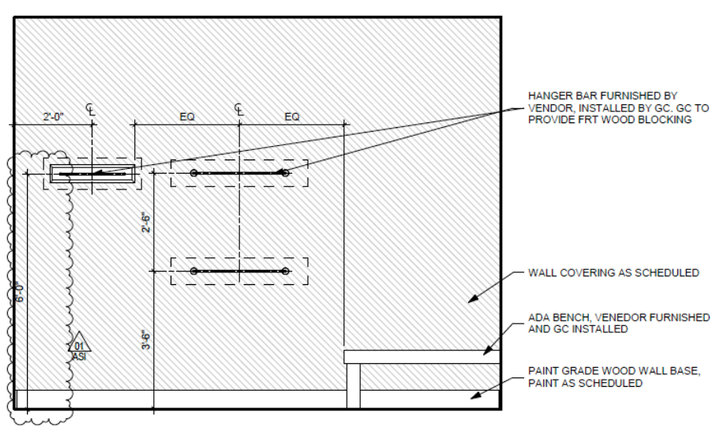


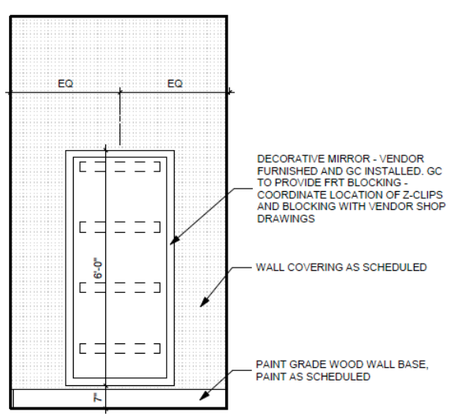


ADA Fitting Room









Evereve utilizes two cashwrap designs: one freestanding, one wall based.
Each store will have 3 or 4 Point of Sale (POS) stations.

Freestanding Cashwrap

Our standard, ideal cashwrap is the freestanding, double side, 4 POS:



The backwrap has full functional storage on both sides.

When a plan does not have space, or the store does not require 4 POS, a 3 POS, single side version of the freestanding cashwrap is used:



The backside of the backwrap still has storage for POS backstock, to keep it out of the BOH storage.

A condensed 3 POS is available. This cashwrap eliminates a tissue drawer stack to achieve a smaller footprint. The backwrap condenses to match the cashwrap width.

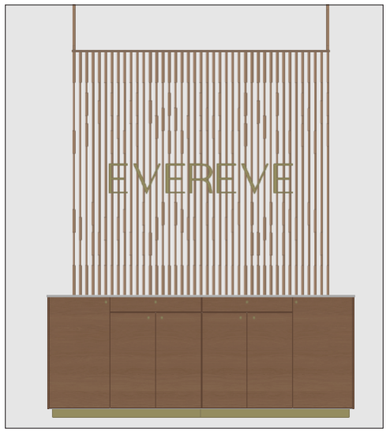


The backwrap can be halved, in depth, to further condense the footprint, as shown. This eliminates the backside storage. This condensed 3 POS can also be used with a full, double side backwrap, as space allows.

Backwrap Screen

The backwrap screen is powdercoated metal. It secures on top of the backwrap, in a cutout niche in the counterop, and to the ceiling via unistrut. The logo letters have a brass finish and are secured to the screen via screws from the back side. The preferred screen tops out at 12′ AFF, but there is a 10′ AFF version for stores with ceilings under 13′.

12′ AFF



10′ AFF

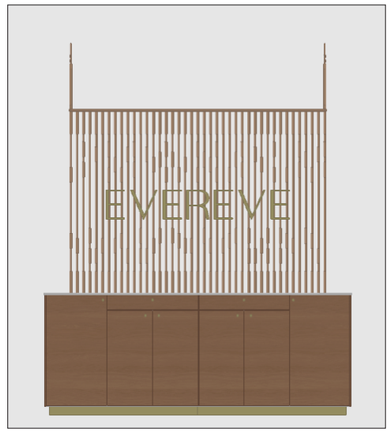




Photo by Gaffer Photography

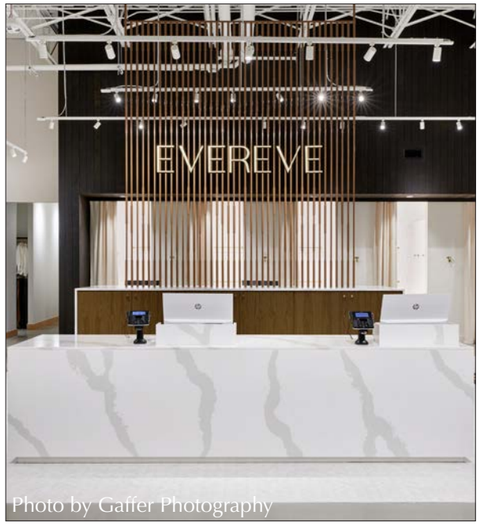
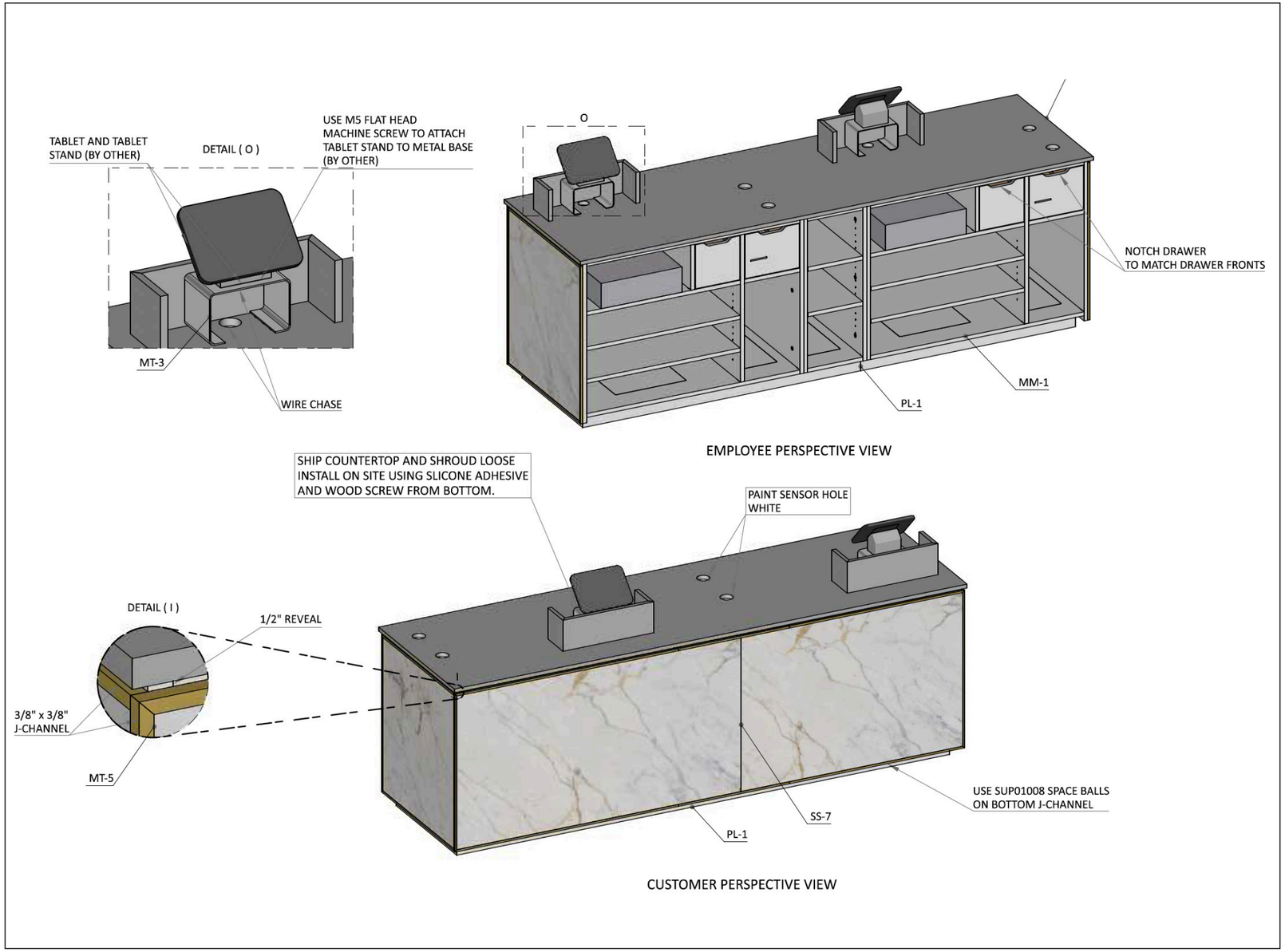


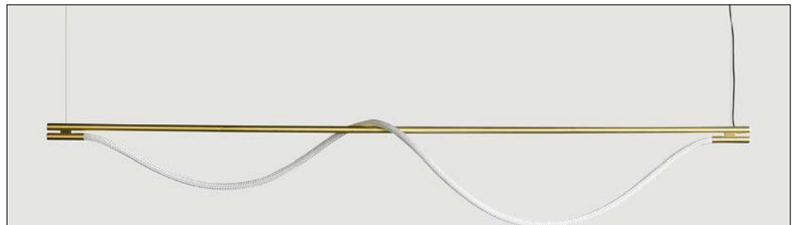
Photo by Gaffer Photography

Cashwrap



Wall Cashwrap

A wall cashwrap has 3 POS. A rope light chandelier is added, centered over the cashwrap footprint. The backwrap wall is clad in tile, each design tier has it's own black tile specification. The backwrap is framed out by up-to-deck columns which may vary in width, but never less than 12". These columns host a vertical LED strip that wash the wall tile with accent lighting. The logo letters are a brass finish and are halo-lit (lit from behind). The logo placement is centered.



Luke Lamp Co 8ft Surrey I Cable Suspension, Satin Brass



Tier A Tile
TileBar
Calypso Nero
8x16
vertical stack



Tier B Tile
IndoTeak
Cinta Taylor Wood Tile
Matte Black
8x8



Tier C Tile
TileBar
Stacy Garcia
Artblock Nero Matte
4x16, vertical stack



Photo to be replaced with updated design, showcasing oak shelves

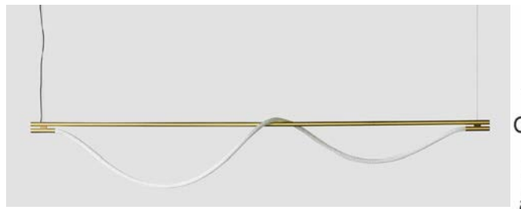
Wall Backwrap

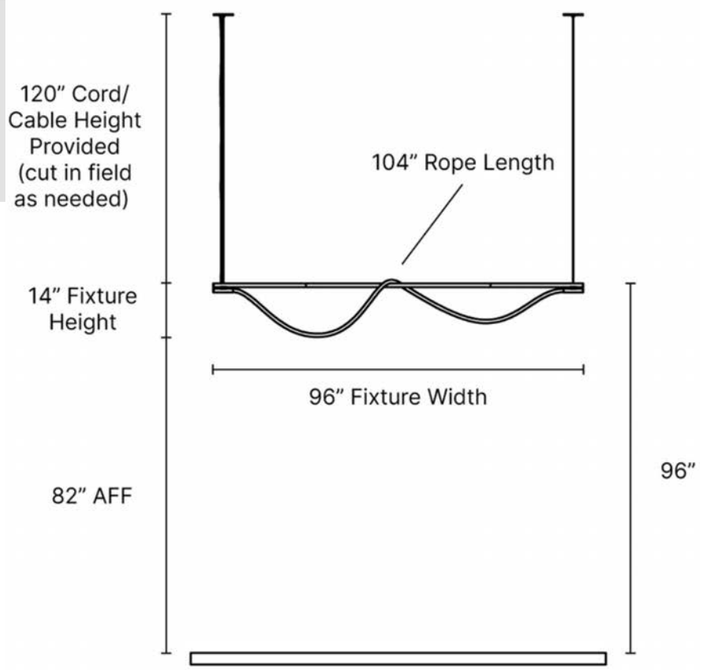
The wall backwrap width varies depending on store layout. The default logo size is 13″, but some wider backwraps will receive a 15″ logo. The logo placement is centered, with the top the of letters ~96″ AFF.



Light Fixture

The 8′ Luke Lamp light fixture is installed centered over the cashwrap below.





Backwrap Tile A

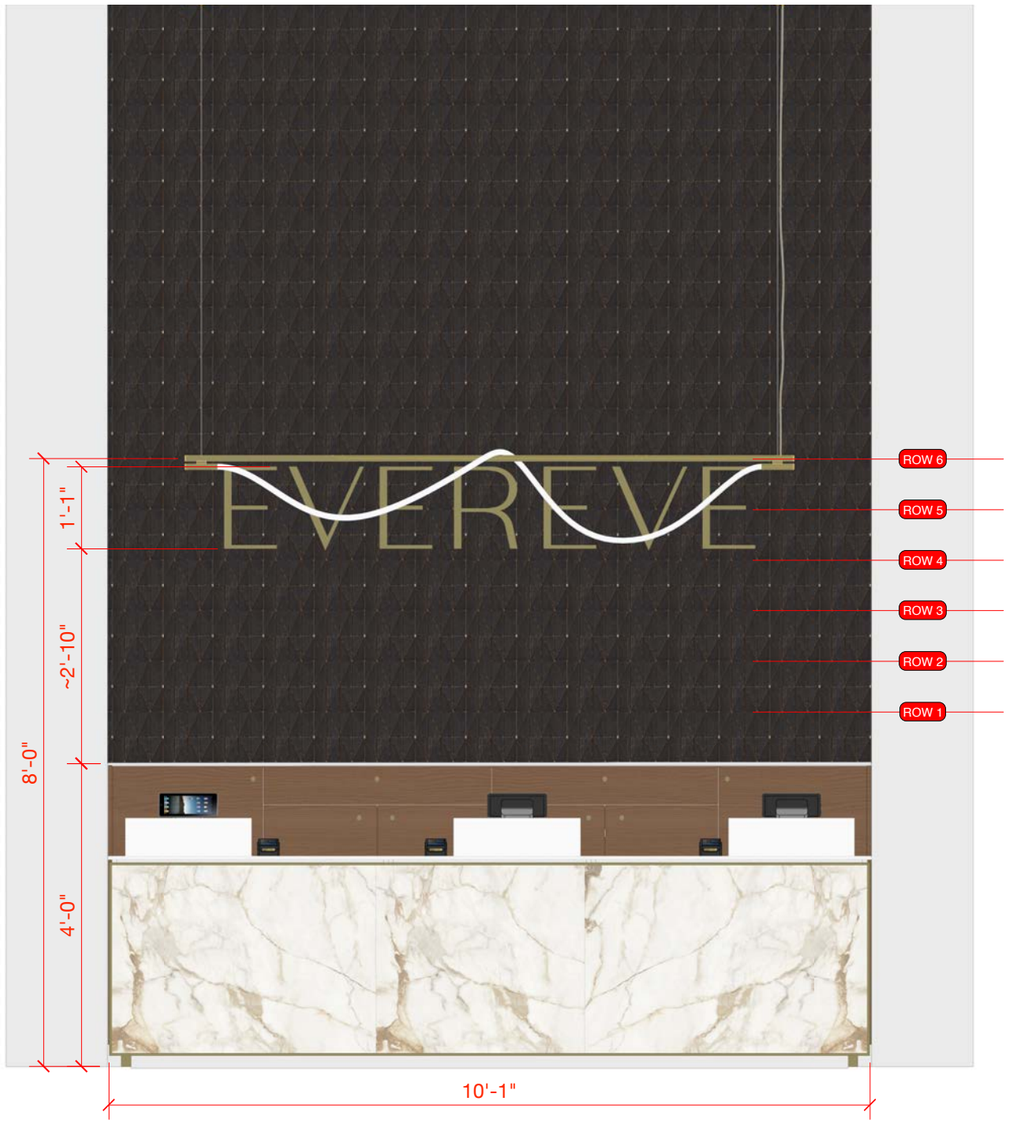
Logo is mounted on 3rd tile row, centered.



Tier A Tile
TileBar
Calypso Nero
8x16
vertical stack
1/16” grout

Backwrap Tile B *IndoTeak, Cinta Taylor Wood Tile, Matte Black, 8x8, vertical stack*

Logo letters mounted centered in height between tile rows 5 and 6.



Backwrap Tile C *TileBar, Stacy Garcia, Artblock Nero Matte, 4x16, vertical stack*

Logo is mounted on 3rd tile row, centered.



Wing walls organize our stores into three collections. We utilize 4 widths: 6′, 8′, 10′ and 12′. A store should have all the same size wing walls. Wing walls max out at 12′ tall, regardless of taller ceiling height. When a store has a ceiling lower than 12′, height can be removed from the wing wall soffit first, then the open space above the shelf. A minimum of a 12″ soffit is required. See drawings.

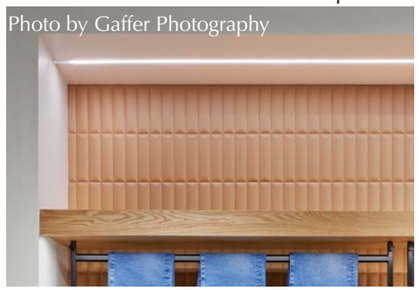
Wing walls have their own merchandising system, a completely bespoke system provided by Cubic. While this system shares some hardware with the outriggers, the hanging frames are only used in the wing walls. The frames hang from the top shelf, there are two frame heights which are interchangable for display variety. Frame shelves can be added or removed as desired.

The wing wall niche has a 6″ tall base drawer set that cleanly aligns with the base trim. These red oak drawers provide organization for store teams, conveniently housing wing wall hardware for floor set changes.


Photo by Gaffer Photography

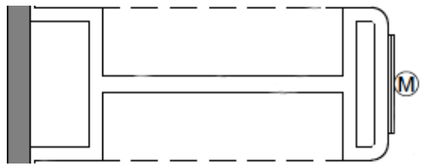
The wing walls are finished with a limewash paint. This treatment adds warmth, texture and some variety to the wall treatments. Each wing wall recieves a wing wall mirror, installed 7″ A.F.F. These mirrors are provided by the fixture vendor.

The back wall of the wing wall niche is clad CT4. This tile is a key piece of texture and color in the 3.0 store design. **This tile is installed after the top shelf and base drawer millwork, straight stacked, butt joined with minmal grout showing.** The tile install starts above the base drawers, and is cut to fit below/above the top shelf.


Photo by Gaffer Photography



The plan profile of the wing wall features rounded corners, which frame the wing wall mirror. These rounded corners feminize and soften the overall modern store design. The wood base trim is cut to follow this detail (see photo), or can be ordered as a pre-curved piece.



Plan view of a wing wall

Wing Wall Rounded Corner Trim Options

1. Block Cut Radius



2. Pre-formed Radius, Center Seam







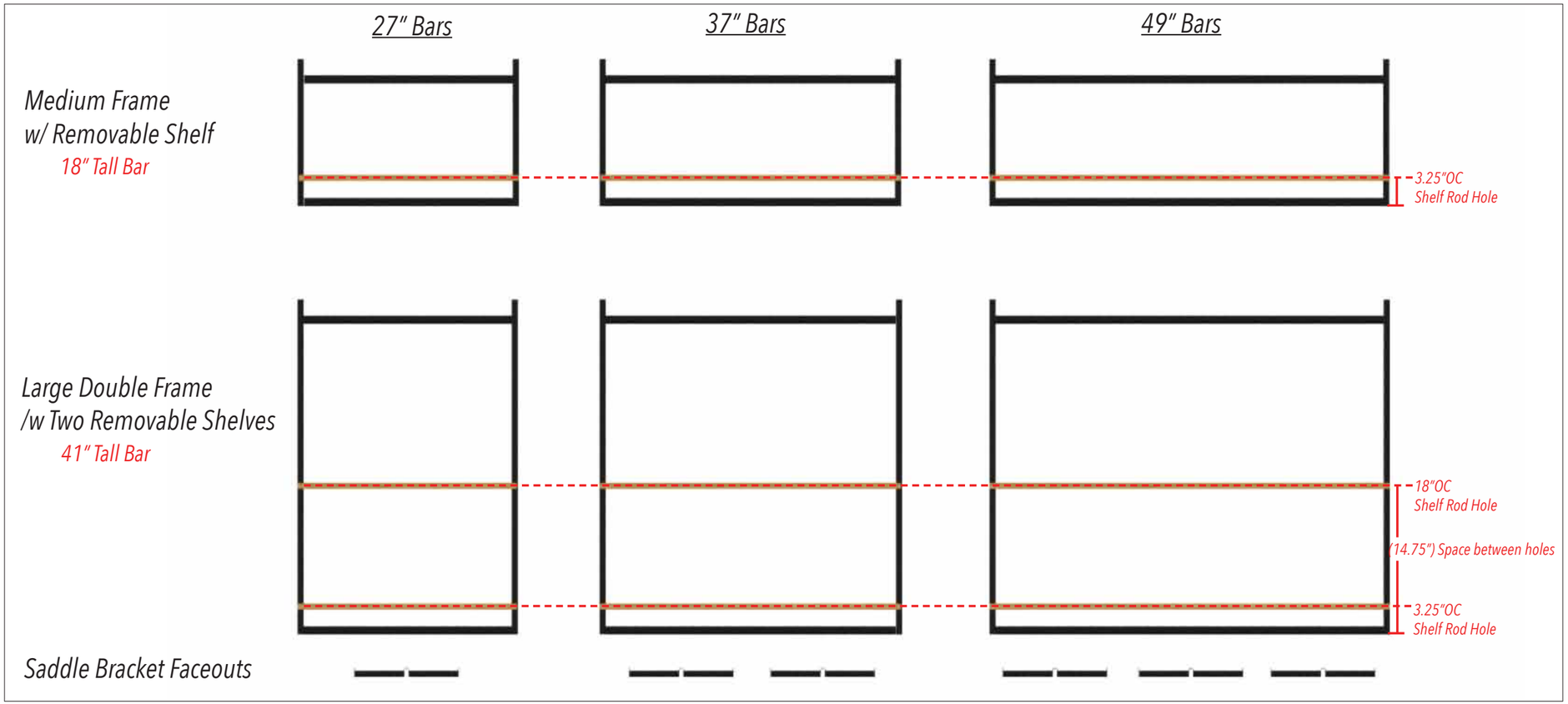
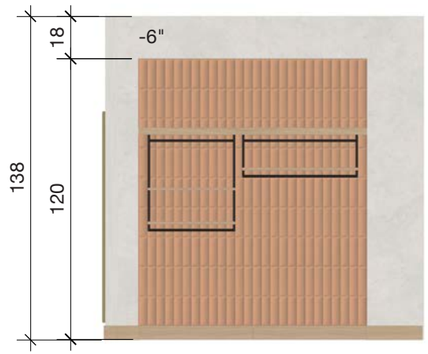

27″ Bars
37″ Bars
49″ Bars
Medium Frame
w/ Removable Shelf
18″ Tall Bar
3.25″OC
Shelf Rod Hole
Large Double Frame
/w Two Removable Shelves
41″ Tall Bar
18″OC
Shelf Rod Hole
(14.75″) Space between holes
3.25″OC
Shelf Rod Hole
Saddle Bracket Faceouts

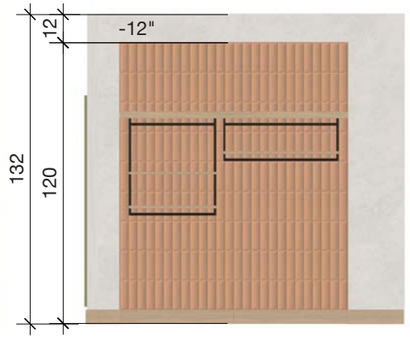

Photo by Gaffer Photography

Low Ceiling Direction

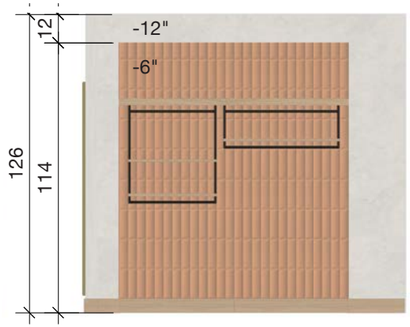
11'-6" Ceiling Height



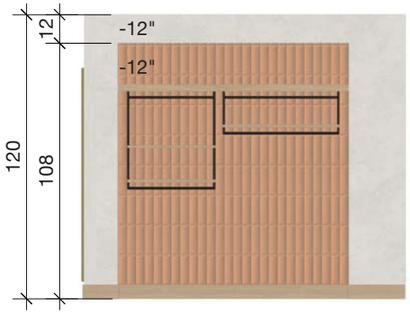
11'-0" Ceiling Height

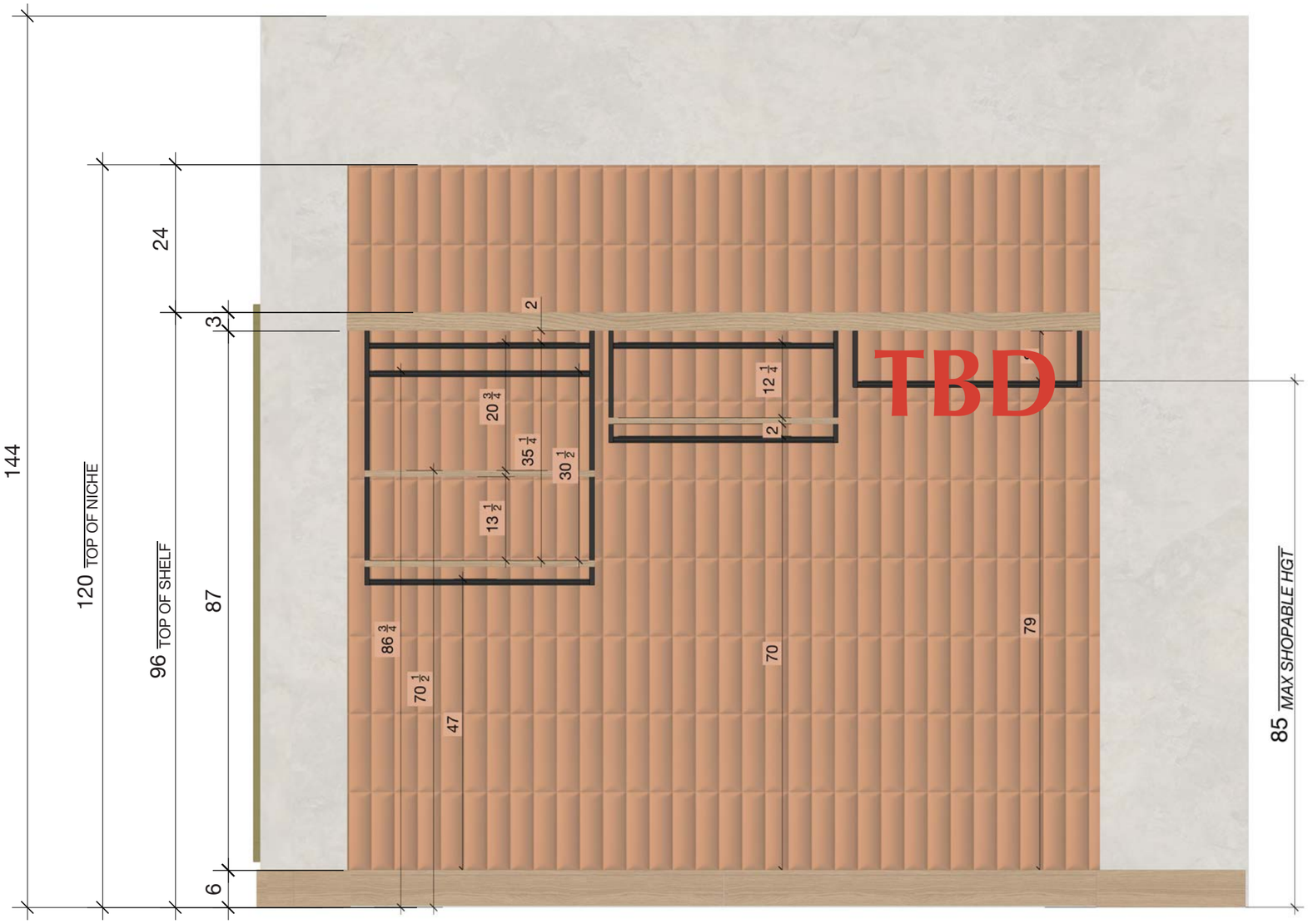


10'-6" Ceiling Height



10'-0" Ceiling Height



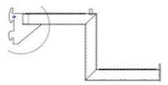


Top Drop

Top Drop is a feature added into wing walls of 8′ or greater. Recessed standards are used as the merchandising system inside the feature. The base face opens by magnetic push latch for storage of shelves and hardware. The top sign...

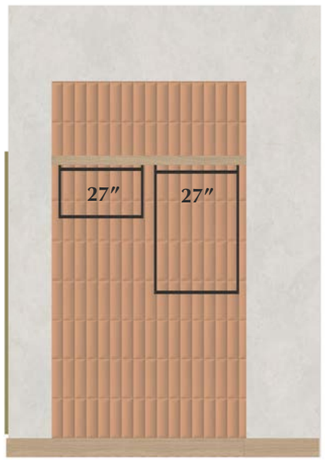


Top Drop Hardware

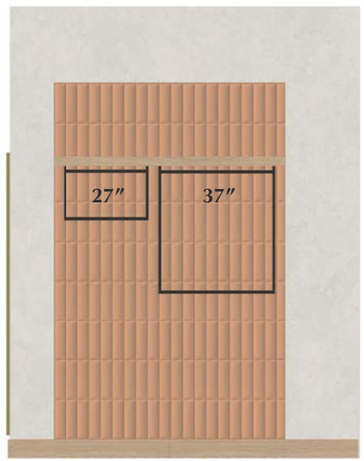
EE-VS-203-BK208	Shelf Bracket Shared - Trax V- 10 GA	**(8) Per Top Drop**	
EE-CP-US-971-BK208	Cross Bar - 47.5" - Rectangle	**(3) Per Top Drop**	
EE-VS-012S-BK208	Cross Bar support Bracket 12" - Trax V - 10GA - 1" round tube	**(6) Per Top Drop**	
EE-VS-SH48-108	Plank Wood Shelf 48"L X 14"D X 1"H - Red Oak	**(4) Per Top Drop**	
EE-VS-001RS-BK208	1" Saddle Bracket - 10GA	**(6) Per Top Drop**	
EE-SS-112-BK208	Faceout with Saddle: 12" long 3/4" round tube - oblong face cap - saddle 10GA	**(4) Per Top Drop**	
EE-VS-113-BK208	Direct Front Arm -12" - Faceout	**(4) Per Top Drop**	
EE-VS-114-BK208	Direct Step Front Arm	**(4) Per Top Drop**	
EE-SS-113-BK208	8" Wire Hook w/Saddle	**(15) Per Top Drop**	

Wing Wall Widths

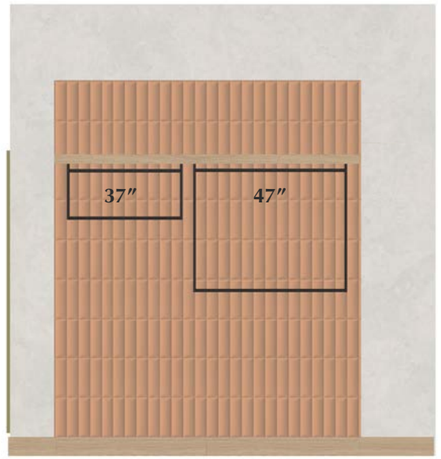
5′
(62″ actual width)



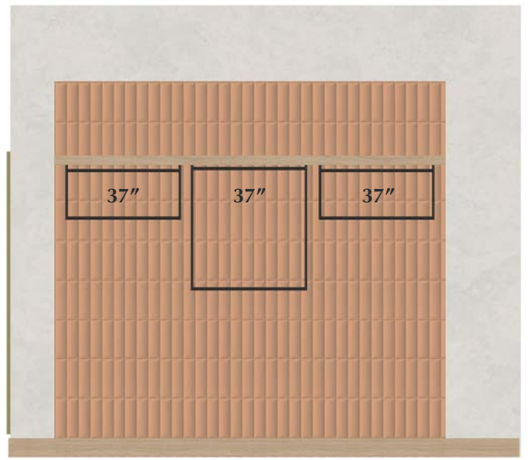
6′
(74″ actual width)



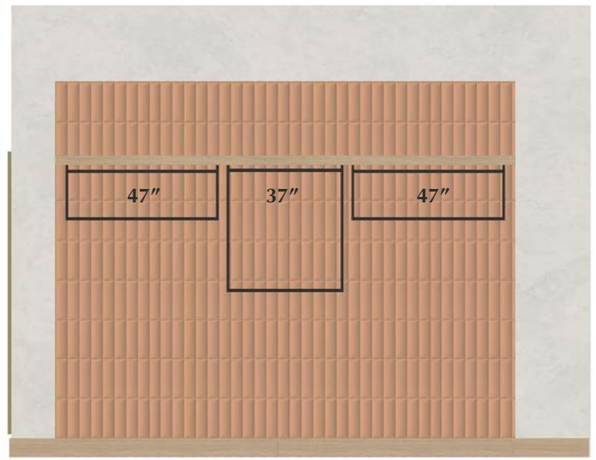
8′
(96″ actual width)



10′
(125″ actual width)



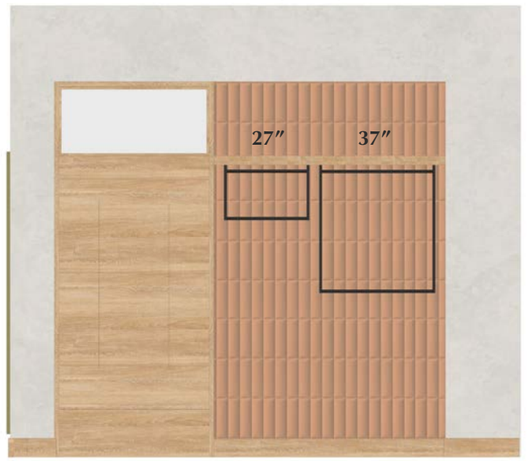
12′
(147″ actual width)



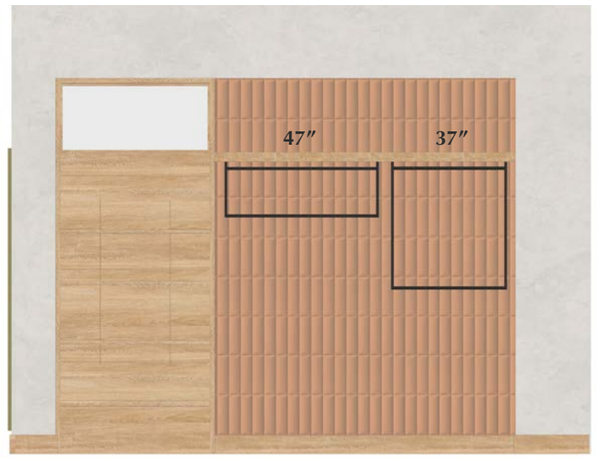
8′ with Top Drop



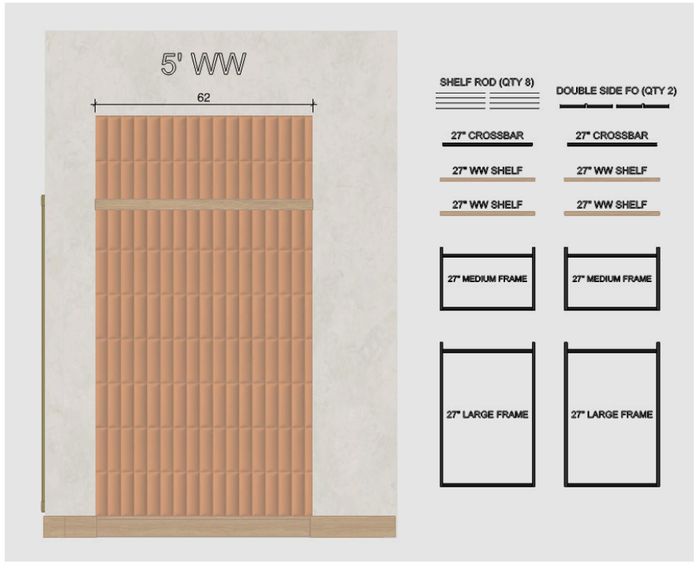
10′ with Top Drop

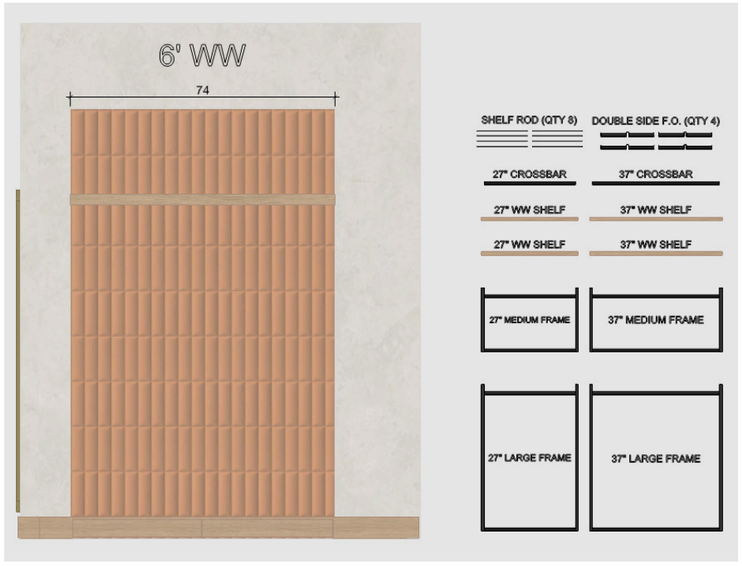


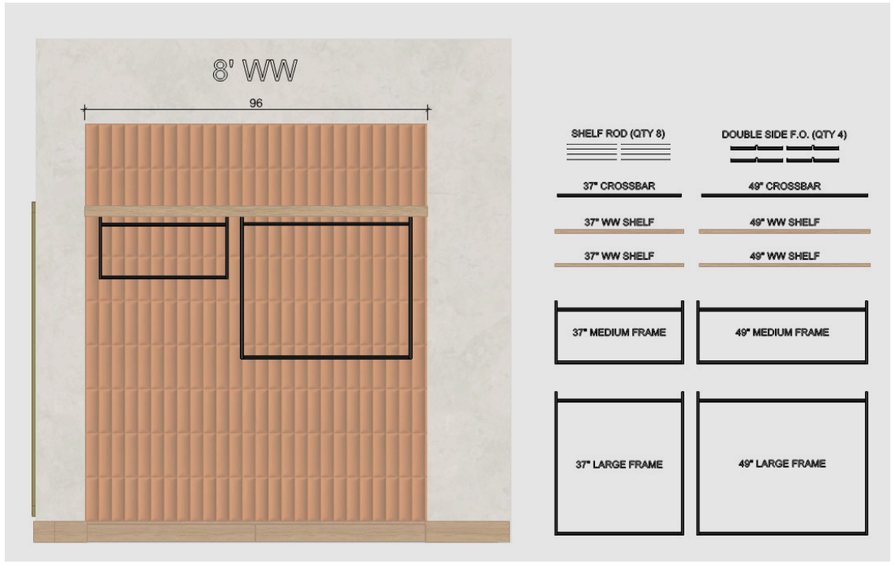
12′ with Top Drop

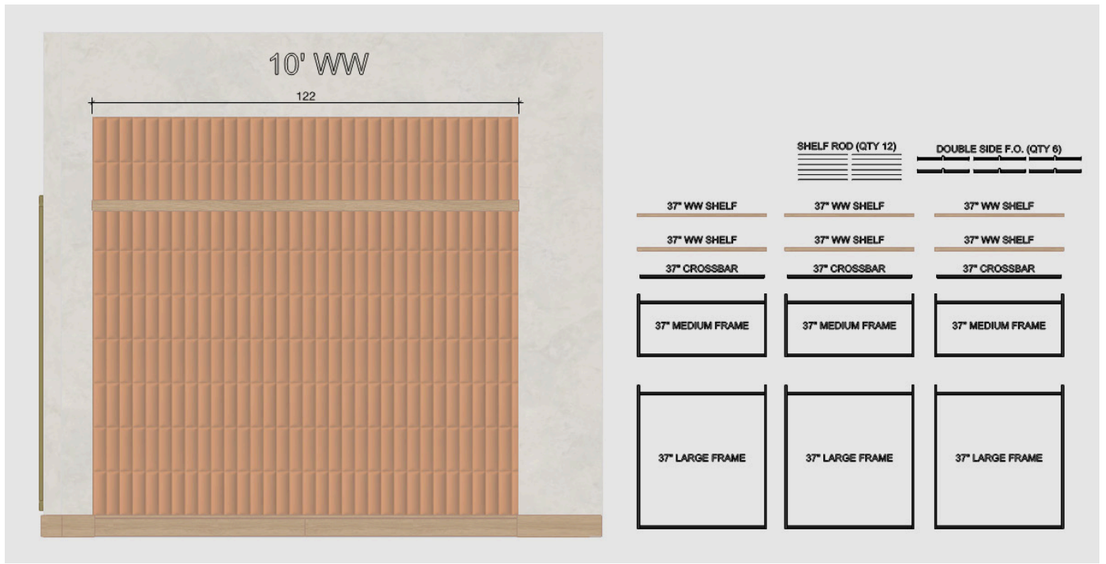


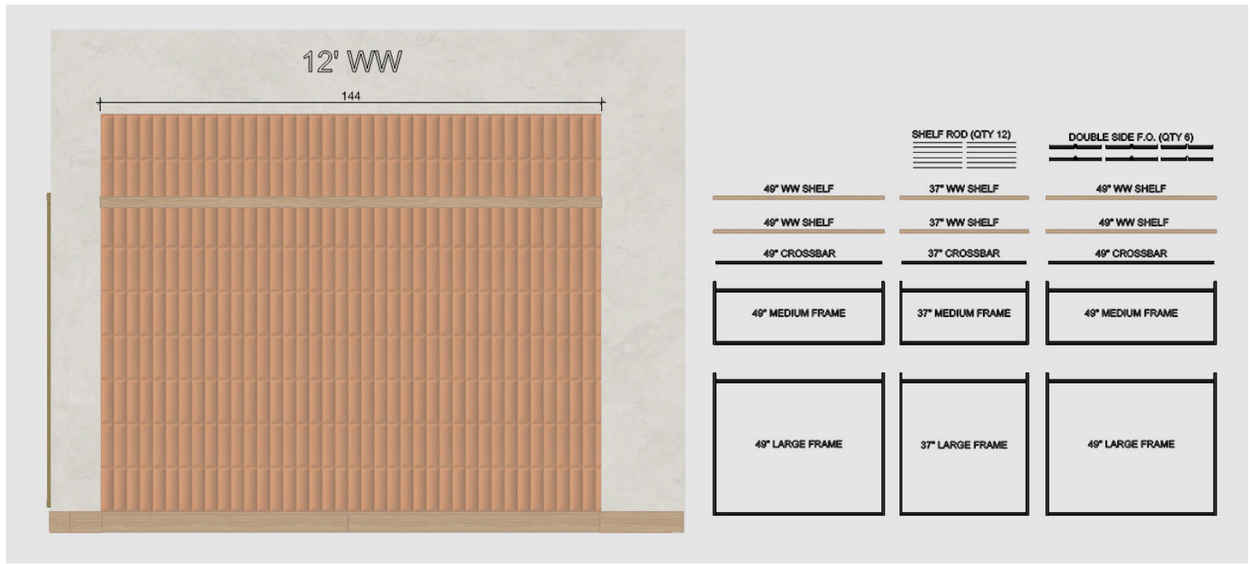
Wing Wall Kits by width



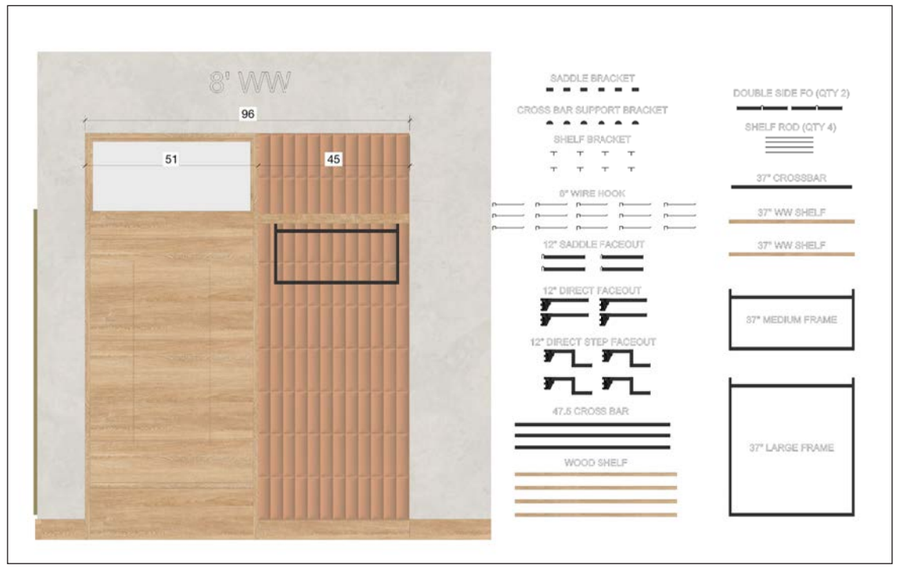


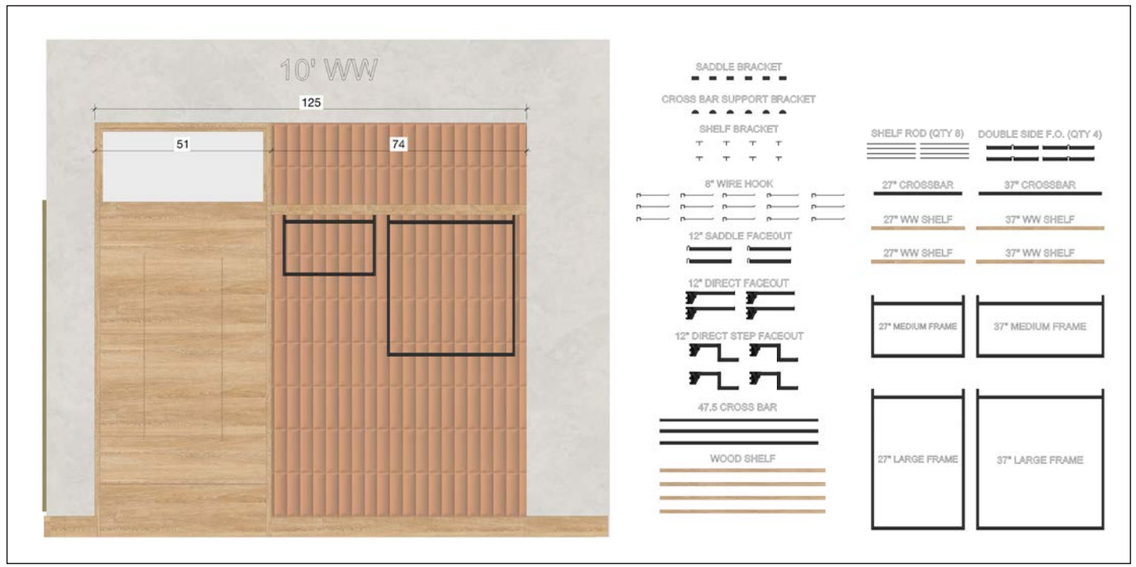


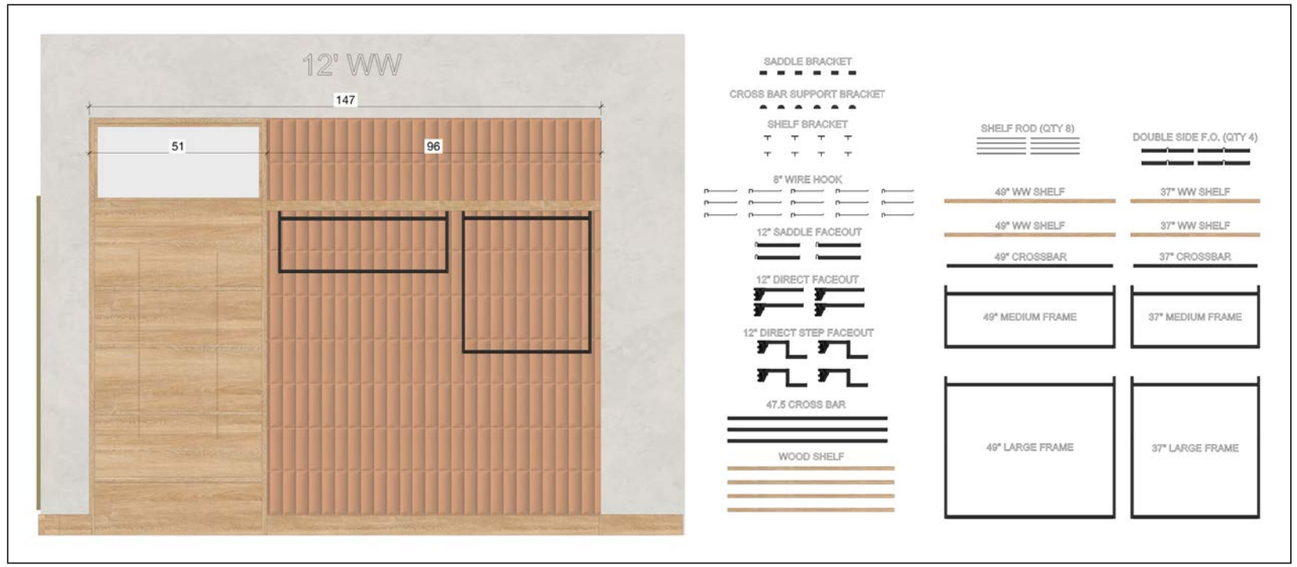




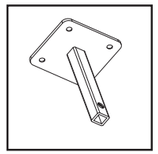
Wing Wall + Top Drop Kits by width





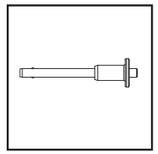


Wing Wall Hardware



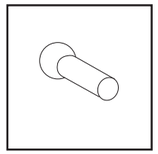
Wing Wall Flange B

EE-WW-100B-BK208
Shelf Fange to Attach Hang Bar



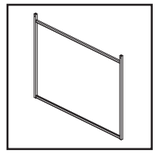
Push Pin Connector

EE-WW-PUSH PIN
Secure Shelf Fange to Hang Bar



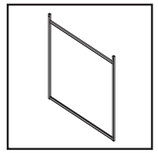
Hangrail Pin

CP-US-914-BLK-914
1.75" Hang Rail Pin



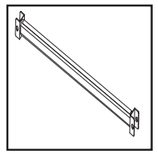
Medium Double Hang Bar 27"

EE-WW-104-BK208
27" x 18" Double Hang Bar Frame



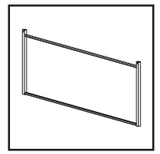
Large Double Hang Bar 27"

EE-WW-107-BK208
27" x 41" Double Hang Bar Frame



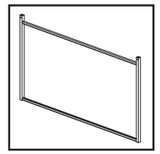
Wing Wall Cross Rail - 27"

EE-WW-CR27-BK208
Oval Cross Rail for Large 27" Frame



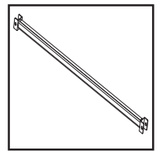
Medium Double Hang Bar 37"

EE-WW-105-BK208
37" x 18" Double Hang Bar Frame



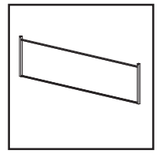
Large Double Hang Bar 37"

EE-WW-108-BK208
37" x 41" Double Hang Bar Frame



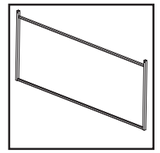
Wing Wall Cross Rail - 37"

EE-WW-CR37-BK208
Oval Cross Rail for Large 37" Frame



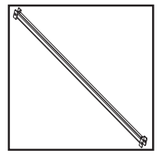
Medium Double Hang Bar 49"

EE-WW-106-BK208
49" x 18" Double Hang Bar Frame



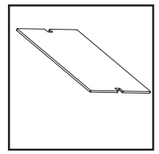
Large Double Hang Bar 49"

EE-WW-109-BK208
49" x 41" Double Hang Bar Frame



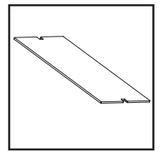
Wing Wall Cross Rail - 49"

EE-WW-CR49-BK208
Oval Cross Rail for Large 49" Frame



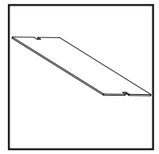
27" Wing Wall Shelf

EE-WW-SH27-001
Red Oak 27" Wing Wall Shelf



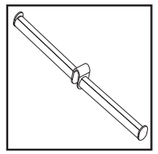
37" Wing Wall Shelf

EE-WW-SH37-001
Red Oak 37" Wing Wall Shelf



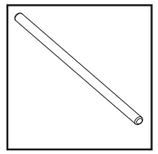
49" Wing Wall Shelf

EE-WW-SH49-001
Red Oak 49" Wing Wall Shelf



Double Sided Face Out

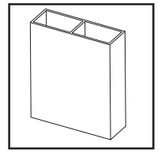
EE-OR-112D-BK208
3/4" Round Tube with Saddle



Shelf Support Rod

EE-OR-014-BK208
14" Shelf Support Rod

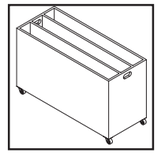
Storage Solutions
lives in back of house



Hang Rail Storage Box

EE-OR-STORBOX
Wood with Padded Base 36" x 30" x 10"





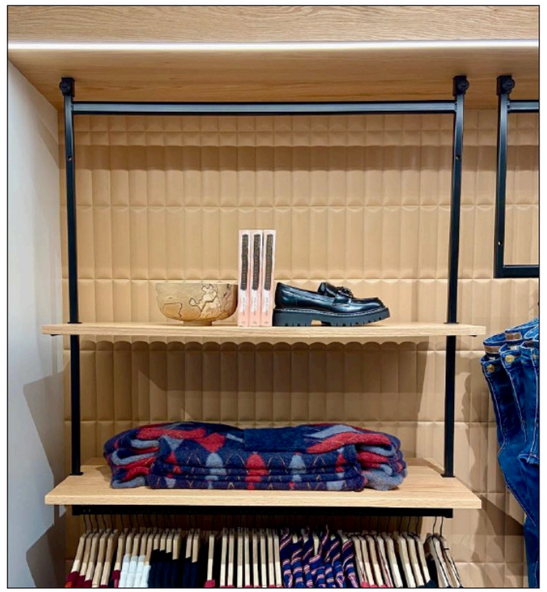
Wing Wall Storage Cart

EE-WW-STORCART
Wood with Padded Base / Casters 44" x 42.5" x 18"



Wing Wall Photos















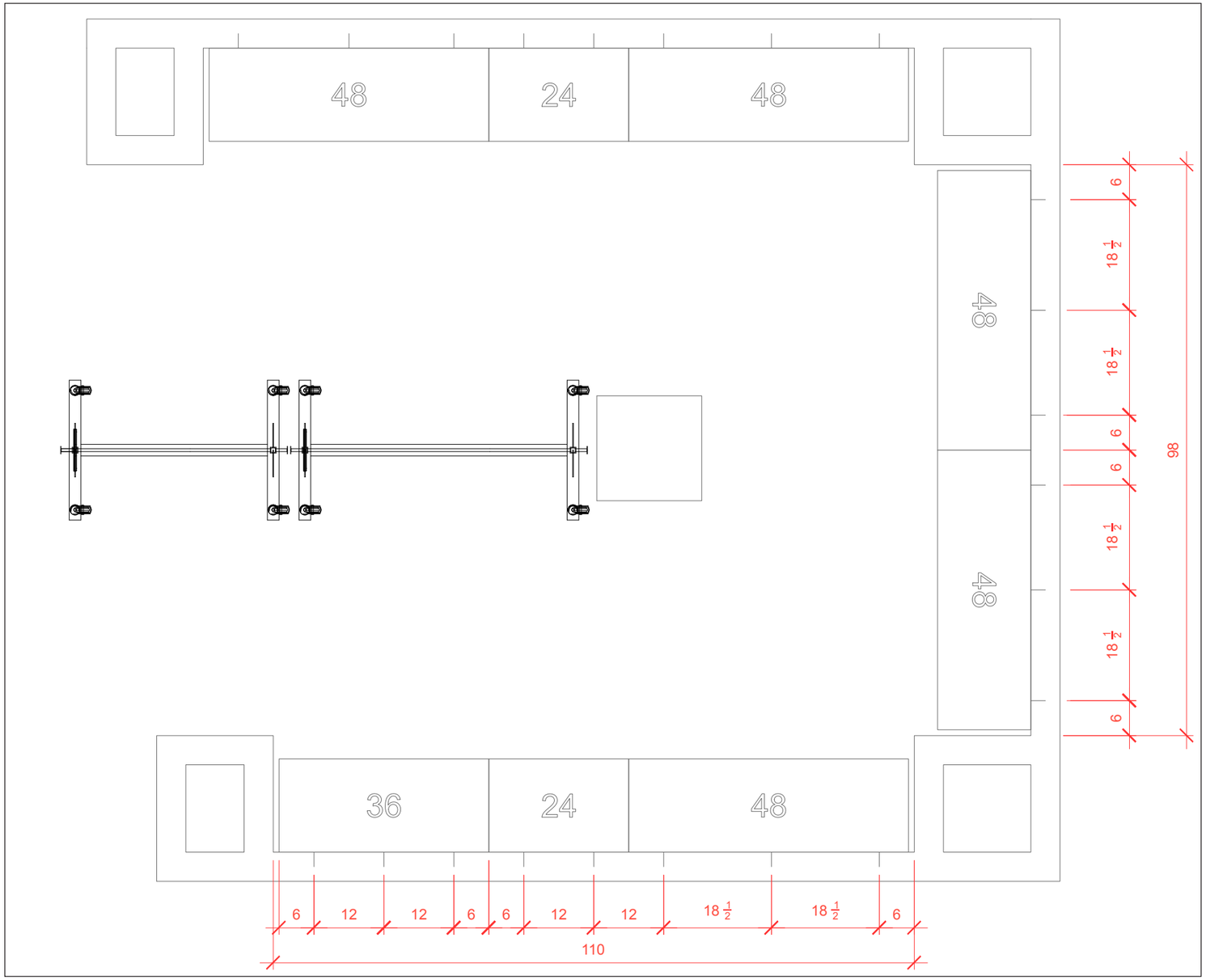


Sale

The Sale section averages between 20 and 30 lineal feet. This section needs to fit into the plan with a proportionate ratio to the sales floor. The merchandising system here is recessed wall standards. These profiles are mounted to a plywood backer with spacer strips, then sheetrocked around, see photos in following pages. The spacing is dictated on architectural drawings, but is also noted in the following graphics. This section does not recieve base drawers or tile like wing walls.

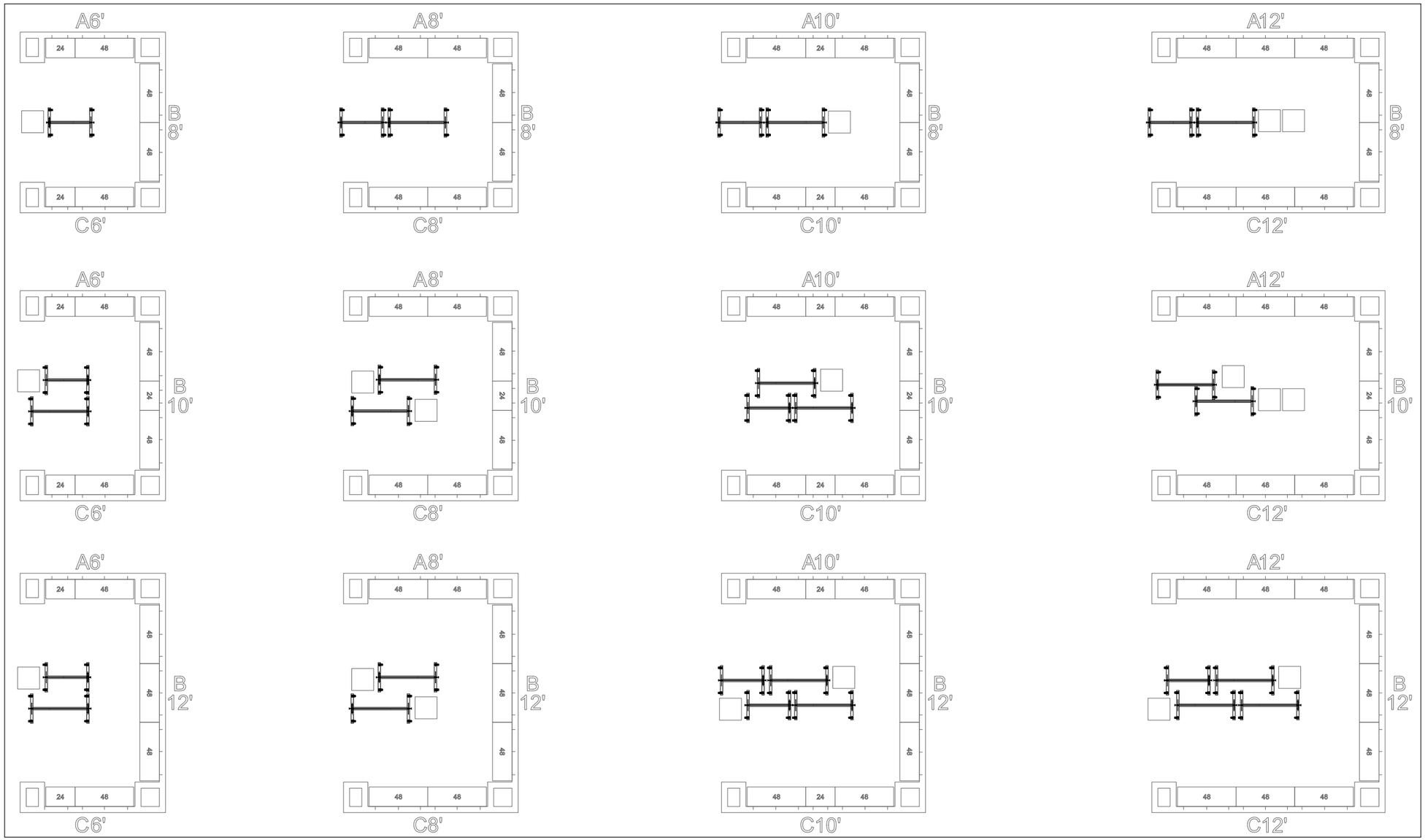


Example Sale Section

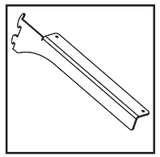


Sale Section Recessed Standards Spacing

Sale Layouts

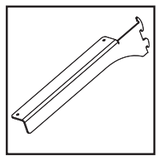


Sale Hardware



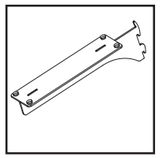
Shelf Bracket- Left

EE-VS-201L-BK208
Trax V Shelf Bracket Left



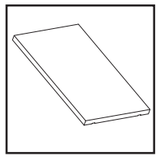
Shelf Bracket- Right

EE-VS-202R-BK208
Trax V Shelf Bracket Right



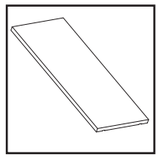
Shelf Bracket- Shared

EE-VS-203-BK208
Trax V Shelf Bracket Shared



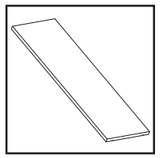
Plank Shelf -24"

EE-VS-SH24-108BLK
Plank Wood Shelf 24"x14"x1"



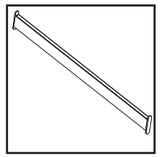
Plank Shelf -36"

EE-VS-SH36-108BLK
Plank Wood Shelf 36"x14"x1"



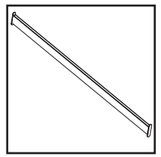
Plank Shelf -48"

EE-VS-SH48-108BLK
Plank Wood Shelf 48"x14"x1"



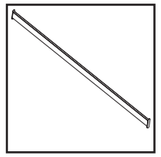
Crossbar 23.5"

EE-CP-US-972-BK208
Rectangle Tube Crossbar



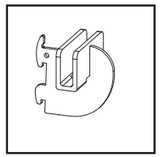
Crossbar 35.5"

EE-CP-US-973-BK208
Rectangle Tube Crossbar



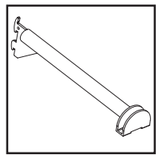
Crossbar 47.5"

EEE-CP-US-971-BK208
Rectangle Tube Crossbar



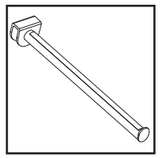
Cross Bar Support 1"

EE-VS-001S-BK208
Trax V 1" Crossbar Support



Cross Bar Support -12"

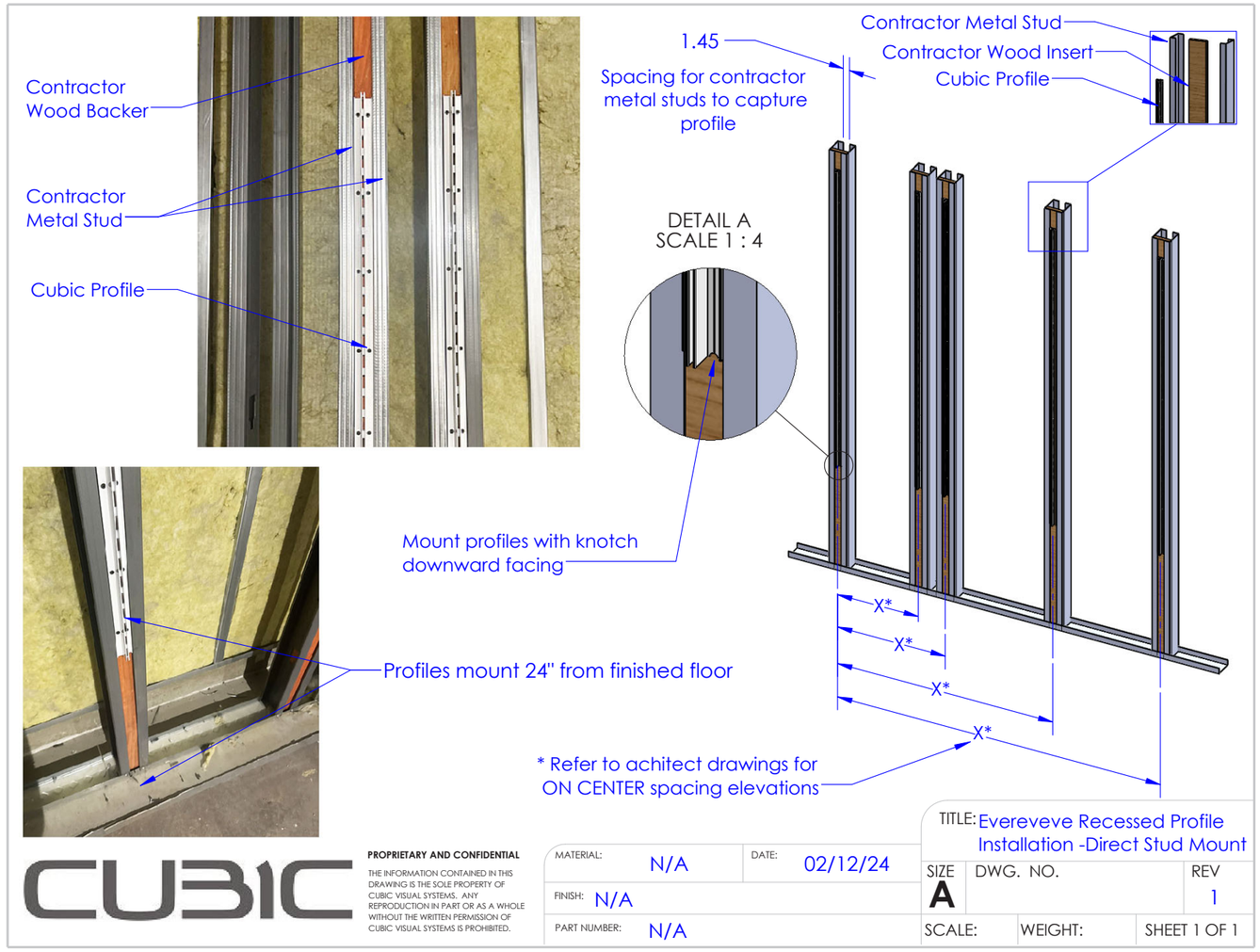
EE-VS-012S-BK208
Trax V 12" Crossbar Support



F12" Front Arm w/Saddle

EE-SS-112-BK208
12" Front Arm -3/4" Tube

Sale Recessed Standards Install



These profiles are mounted to a wood backer with spacer strips, then sheetrocked around.

Sale Photos





Photo to be replaced with updated design, showcasing oak shelves

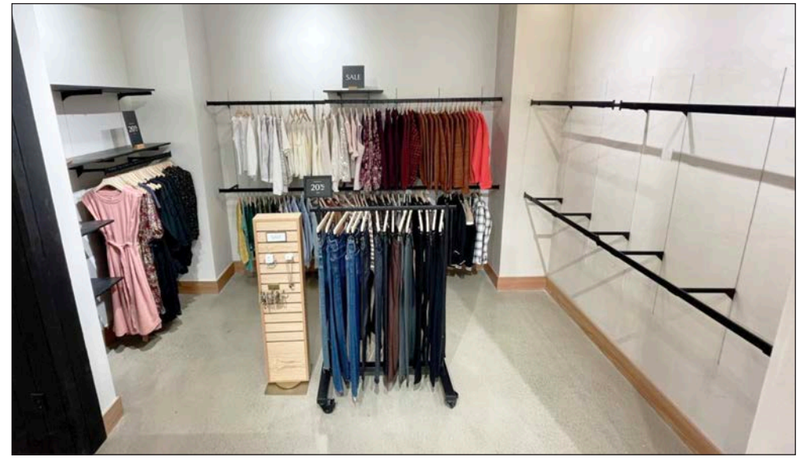


Photo to be replaced with updated design, showcasing oak shelves

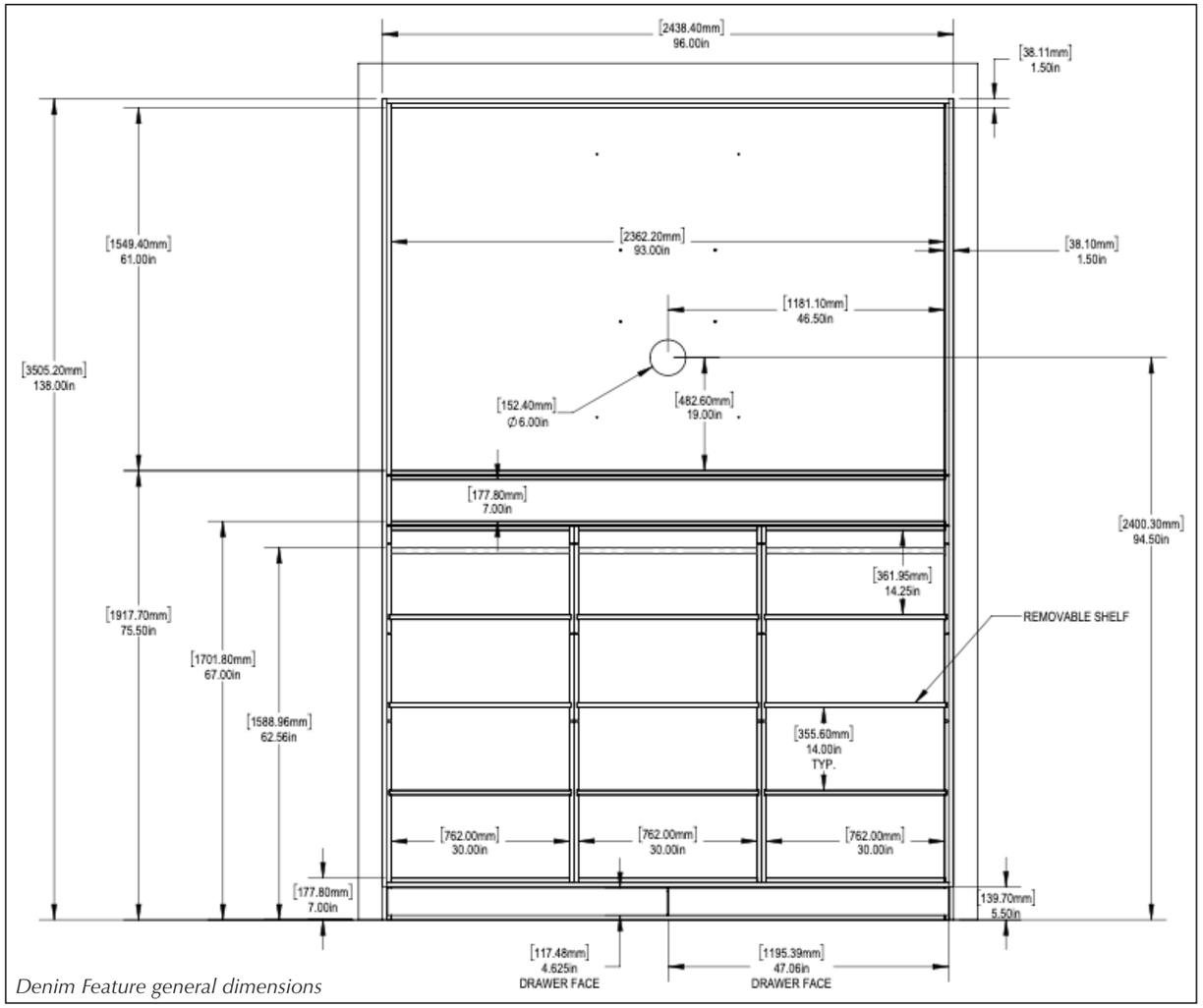


Denim Feature - Center

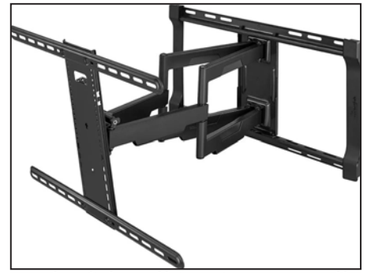
This feature hosts a TV mounted to a patchwork denim upholstered backer panels. There is a 7" brand band with vinyl logos. The base shelves are adjustable for merchandising, from full shelves, side hang, faceout + side hang, or any combination between. The toe kick features hidden drawers to store unused denim feature hardware and shelves.

The TV mount is installed on site using the pre-located and drilled holes. The TV should be perfectly centered, horizontally and vertically, at completion.





Denim Feature general dimensions



Rocketfish Full Motion TV Wall Mount (RF-TVLFMA)



Pre-drilled holes for TV Mount placement

Denim Feature - Photos







Denim Feature - Photos



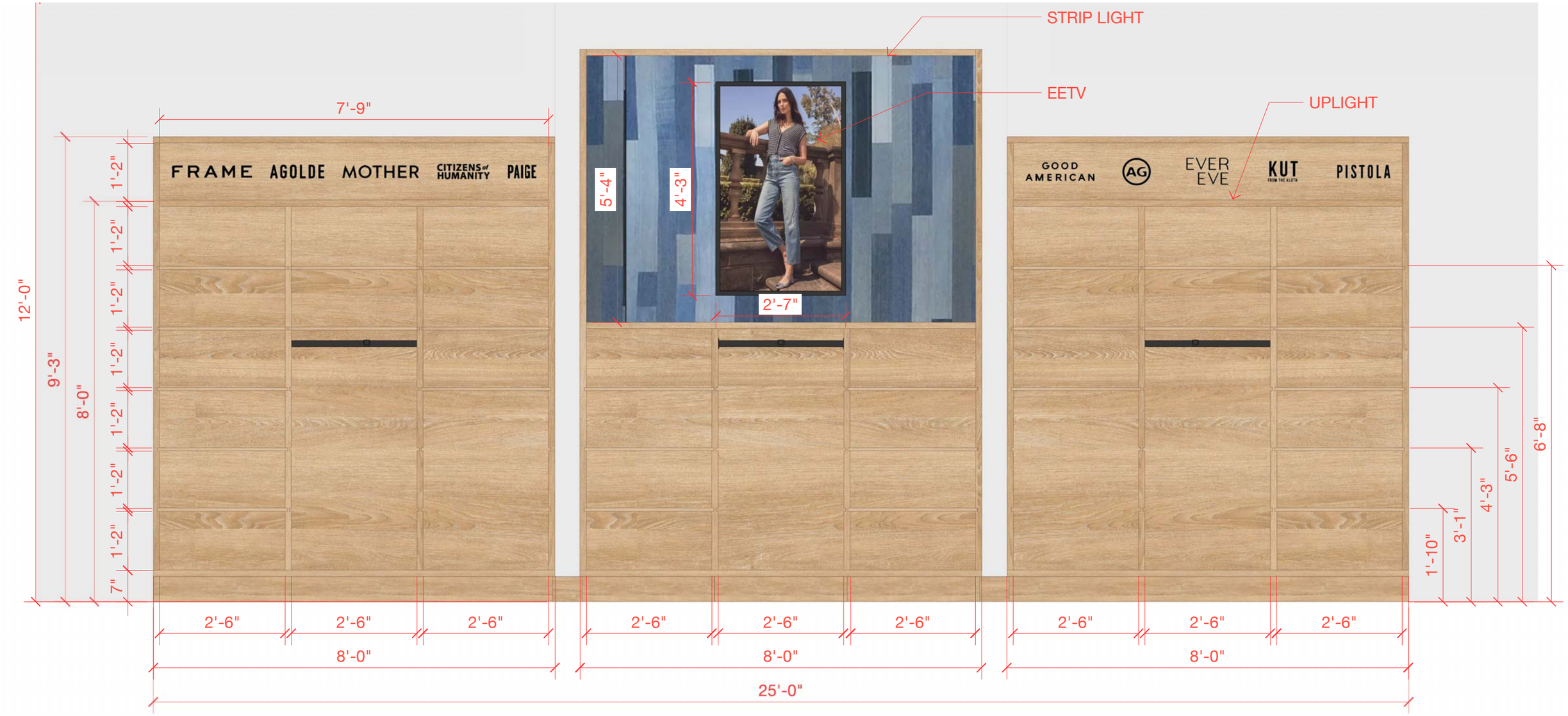


Denim Feature - Full

The full denim feature consists of the center feature + millwork wings. The brand band moves to the millwork wings. The same functionality exists on the wing millwork, but there are no toe kick drawers.



Denim Feature - Full



*exact dimensions to be established by shop drawings

Outrigger Feature

129”W x 120”H x 6”D, installed 12” AFF; Top line at 13’AFF
The Outrigger Feature is used to break up long runs of wall merchandising. All store tiers recieve at least one Outrigger Feature. In stores that do not recieve a Denim Feature, an Outrigger Feature is used in it’s place. A store can have up to 3 Outrigger Features, though 1 or 2 is more common.

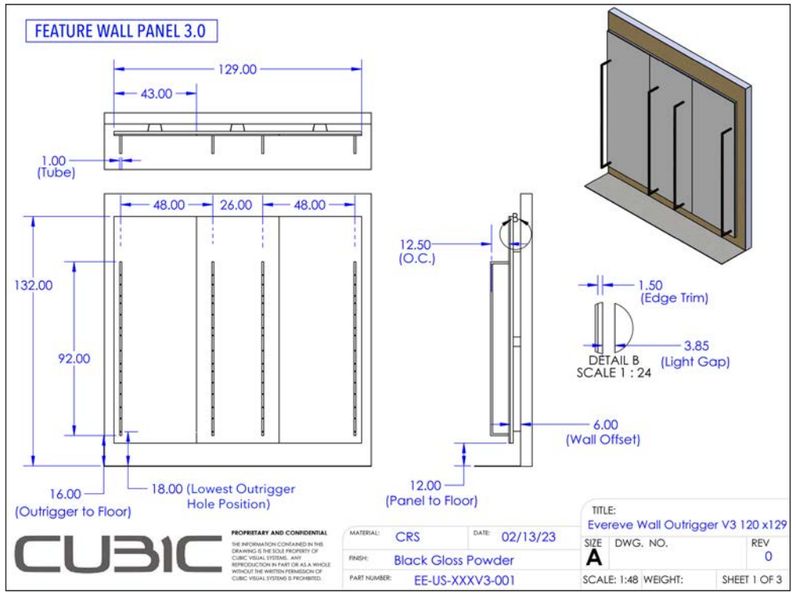
This feature is from Cubic, it arrives in 3 panels and must be installed on a fully plywood backed wall. Once the 3 panels are mounted, the feature is drywalled, primed, and limewash paint texture applied (same as wing walls).

When space allows, the surrounding outrigger uprights are 6” away from the feature. Sometimes this spacing ends up smaller in order to squeeze in a full outrigger.











Outrigger Feature with EETV

Some A-level stores recieve an EETV on the Outrigger Feature. The TV is mounted to the Outrigger Feature panel by the Retail Tech team via TV bracket. The GC is reponsible for installing the outlet behind the Outrigger Feature and cutting the 5" outlet access hole.

The EETV is mounted at a specific height, so it appears to rest on a shelf. Once installed, the top of the TV should tip back to help create this illusion, as if it is leaning on the shelf.

The shelf below the TV is installed on the 6th hold from the top. The outlet access hole can be cut within the dimensioned outlet zone.

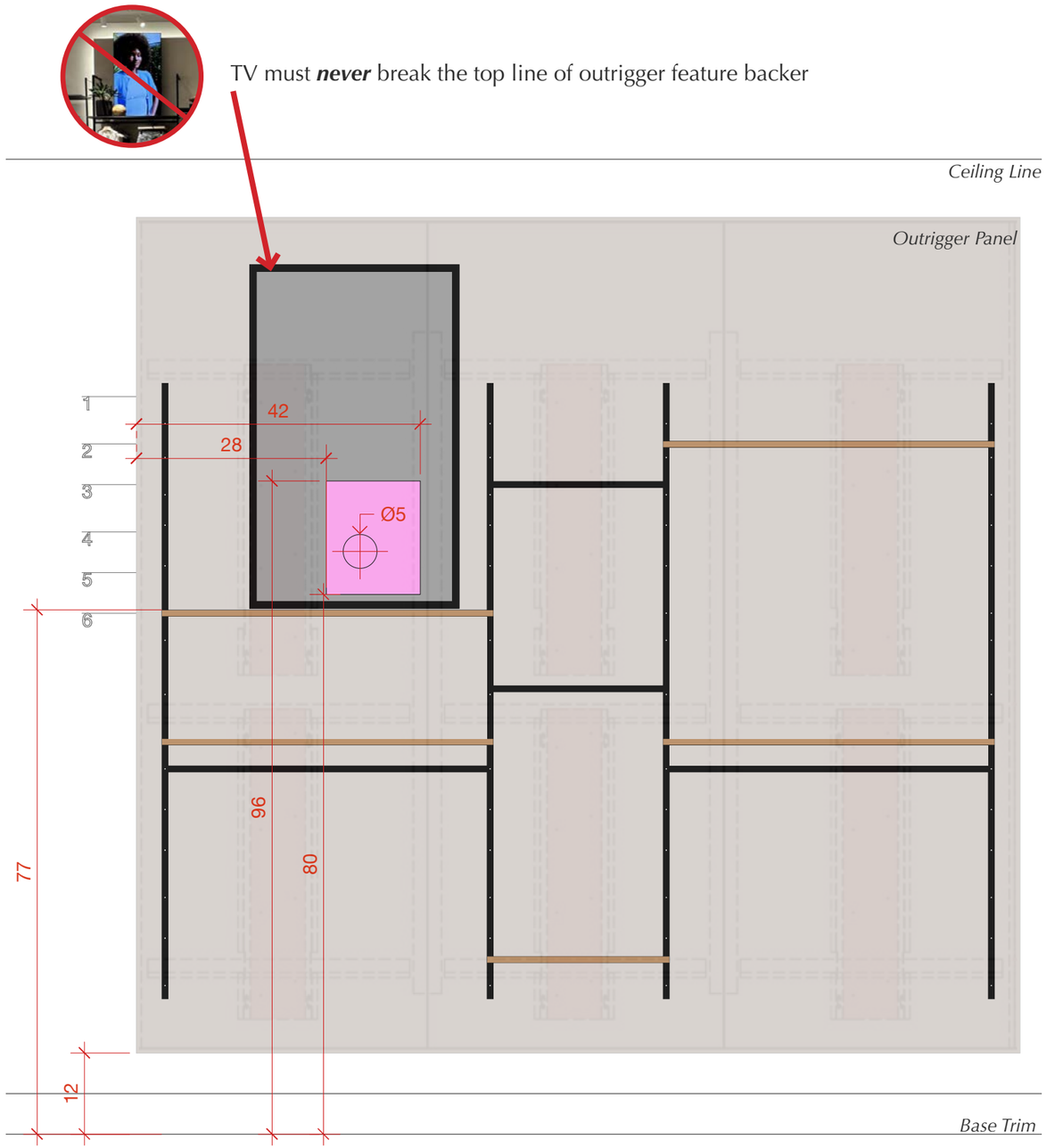


Outlet Access Hole



Photo to be replaced with updated design, showcasing oak shelves



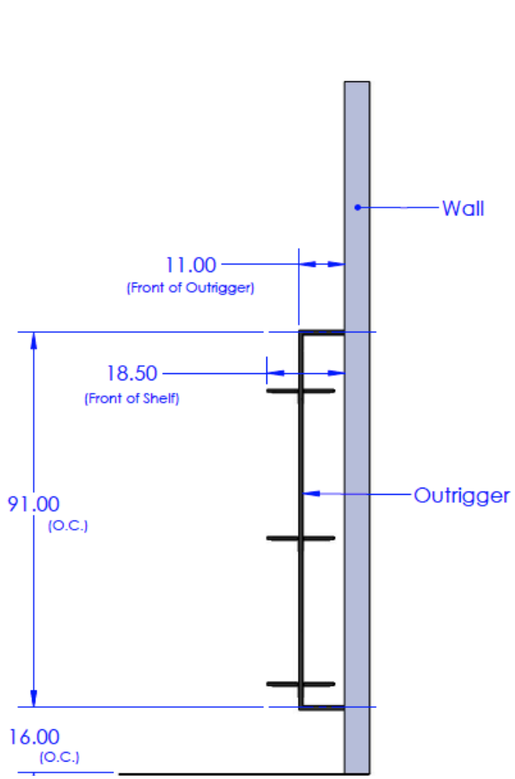


Wall Outrigger

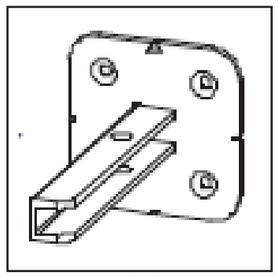
92”H x 1”W x 11”D, Installed 16”AFF

The Outrigger System is Evereve’s primary wall merchandising system. We utilize 26”, 36” and 48” wide sections to make up this majority of our store display. Each outrigger itself is the same, but are installed to meet the varying widths, to maximize display lineal footage. The outrigger is secured to the wall via custom flange. This flange is buried in the drywall. Cross bars and oak shelves come in each width, and faceout bars are standard throughout the store.

*3.5 shelves are red oak, not black.



Outrigger Profile - Dimensions



Outrigger Wall Flange



Outrigger Flanges in drywall



Photo to be replaced with updated design, showcasing oak shelves



Photo to be replaced with updated design, showcasing oak shelves



Photo to be replaced with updated design, showcasing oak shelves



Photo to be replaced with updated design, showcasing oak shelves

Window Outrigger

144”H x 24.5”D

The Window Outrigger System is utilized under strict executive approval, when a store requires more linear footage than wall space can allow. Most stores do not recieve window outrigger, as it’s avoided when possible. It is most acceptable to utilize window outrigger when a store has side windows that are not considered storefront. Window outrigger should rarely, if ever, be used on storefront windows.

The Window Outrigger post is shipped at 144” tall. The post can be secured to a wall, or a soffit above. The post goes to the floor, unlike the wall outrigger. There is a floor bracket to secure the post in place. Wall mounting is shown here, when soffit mounting is necessary the post will arrive with extra “floor mounts” to use up top, at the soffit.

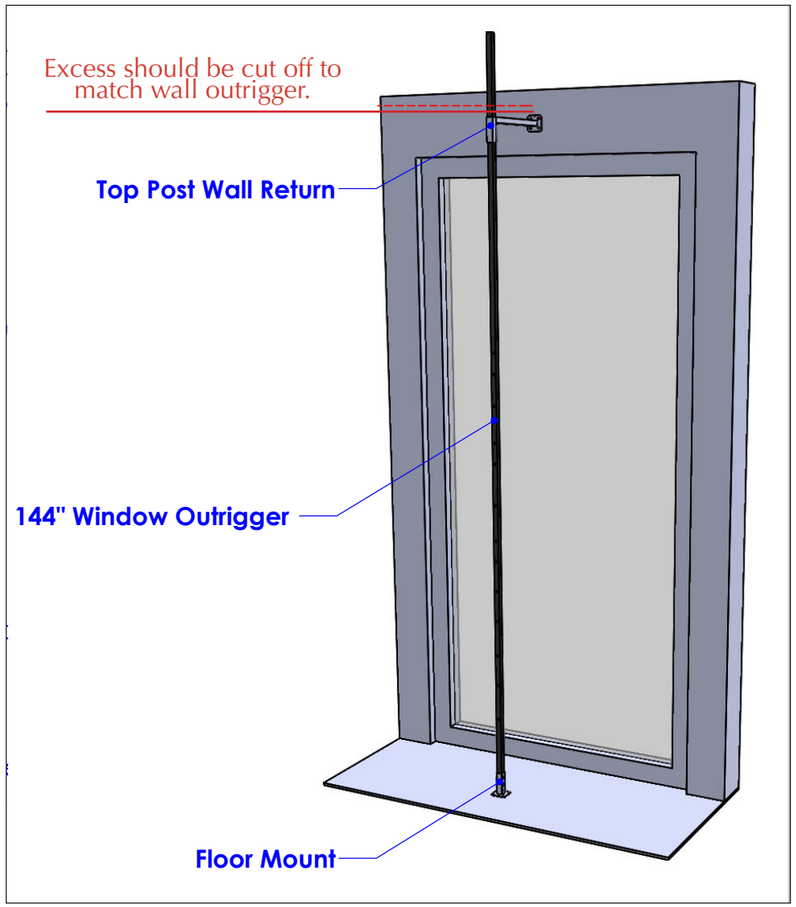
Window Outrigger Profile - Dimensions



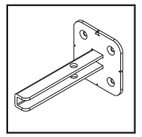
Store #120 Charlotte, NC



Store #49 Des Moines, NC

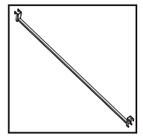


Outrigger Hardware



Outrigger Flange

EE-OR-102-BK208
Wall Connection for Square Tube Outrigger



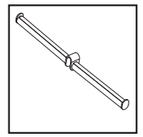
49" Hangrail

EE-OR-OV49-BK208
1" Oval Tube with Hooks



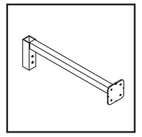
Square Tube Outrigger

EE-OR-A-SQ92-BK208
Single Upright Outrigger 92" x 1"



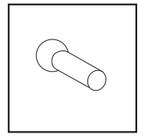
Double Sided Face Out

EE-OR-112D-BK208
3/4" Round Tube with Saddle



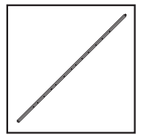
Window Outrigger Return Arm

EE-WOR-103-BK208
Mounting Arm for Window Outrigger



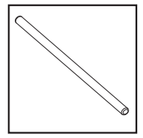
Hangrail Pin

CP-US-914-BLK-914
1.75" Hang Rail Pin



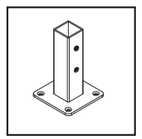
Square Tube Window Outrigger

EE-WOR-SQ115-BK208
Single Upright for Window 115" x 1"



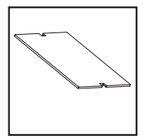
Shelf Support Rod

EE-OR-014-BK208
14" Shelf Support Rod



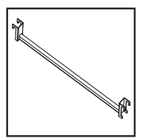
Window Outrigger Floor Flange

EE-WOR-102-BK208
Floor Fange to Mount Window Outrigger



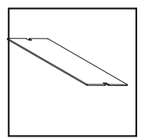
27" Outrigger Shelf

EE-OR-SH27-BK208
Black 16" x 27" x .6875"



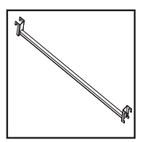
26" Hangrail

EE-OR-OV26-BK208
1" Oval Tube with Hooks



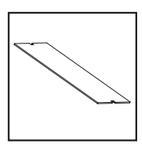
37" Outrigger Shelf

EE-OR-SH37-BK208
Black 16" x 37" x .6875"



36" Hangrail

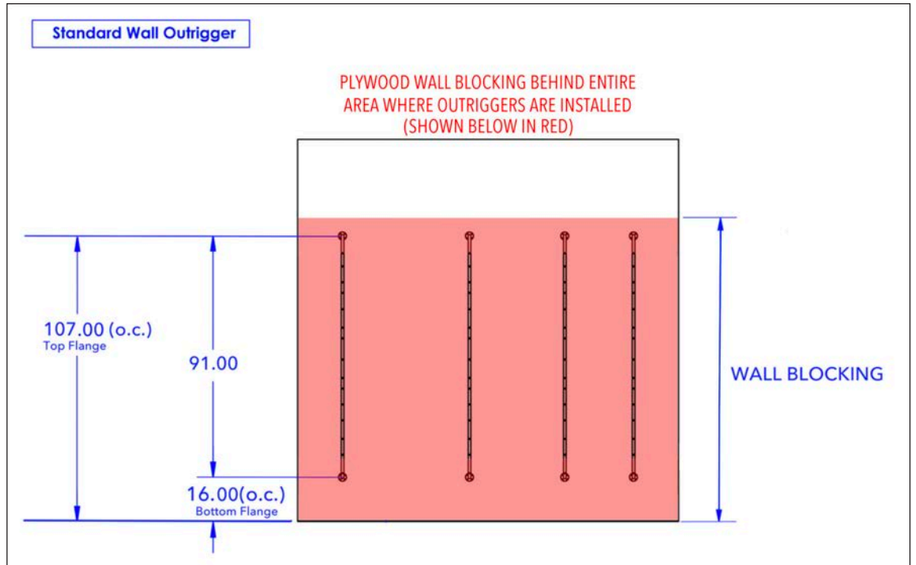
EE-OR-OV36-BK208
1" Oval Tube with Hooks

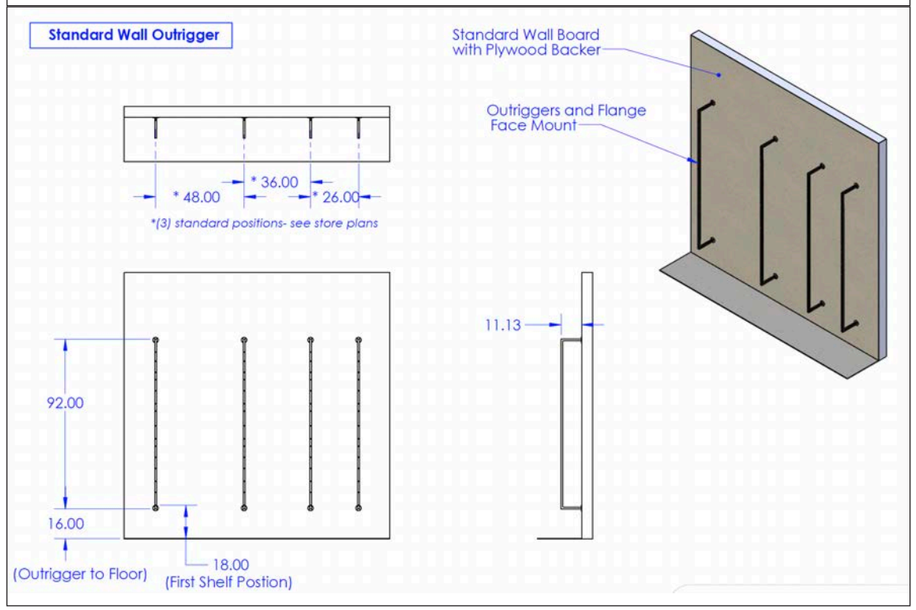


49" Outrigger Shelf

EE-OR-SH49-BK208
Black 16" x 49" x .6875"

Wall Outrigger Details





Shoe Wall

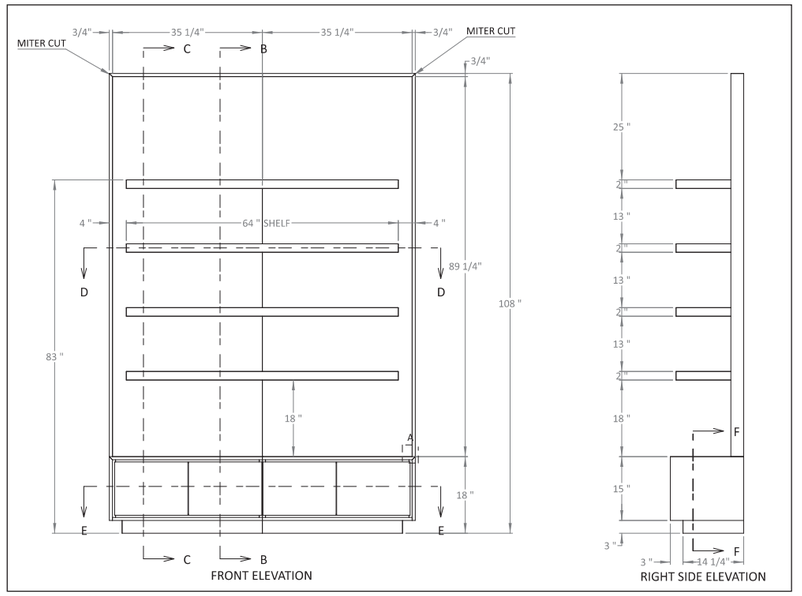
108”H x VariesW x 17”D

The Shoe Wall comes in standard widths of 6’, 8’, 10’ and 12’. The base has functional storage doors for shoes or accessory backstock. Each shelf has an embedded light that illuminates the product below. The back face is finished in lime wash paint. This treatment is completed on site by the GC’s painter, at the same time as the Feature Outrigger and Wing Wall lime washes. It is ideal when the Shoe Wall has empty space on either side, this allows the fixture to breathe, and really stand out. In some plans two shoe walls are laid out in an L-shape creating a shoe corner, with a column in the corner. The single wall set up is preferred.





Store #61 Lake Forest, Illinois



Shoe Wall Line Drawings



Store #69 Austin, Texas

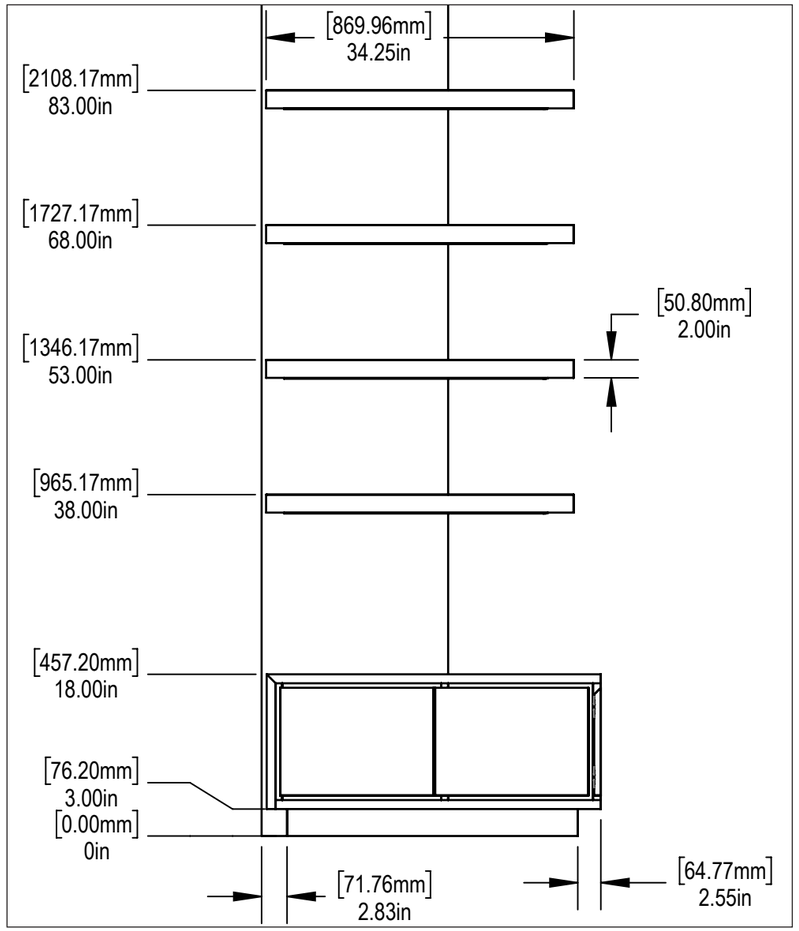


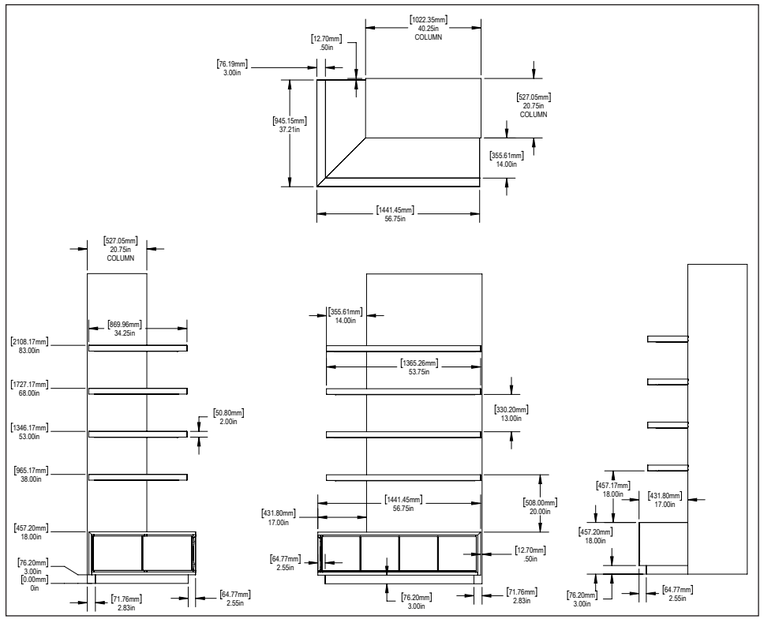
Lime Wash textured application detail

Shoe Column

Base Cabinet: 18”h x 17”d x Variable Width

The Shoe Column is used in smaller stores where there is not enough wall space, or when there is a prominent column on the sales floor. Each shoe column is a custom size. The height dimensions match the shoe wall. If the column size and fit plan allows, a wing wall mirror can be mounted to the column on one of the blank sides. The column surfaces behind the shelves recieve the limewash treatment.

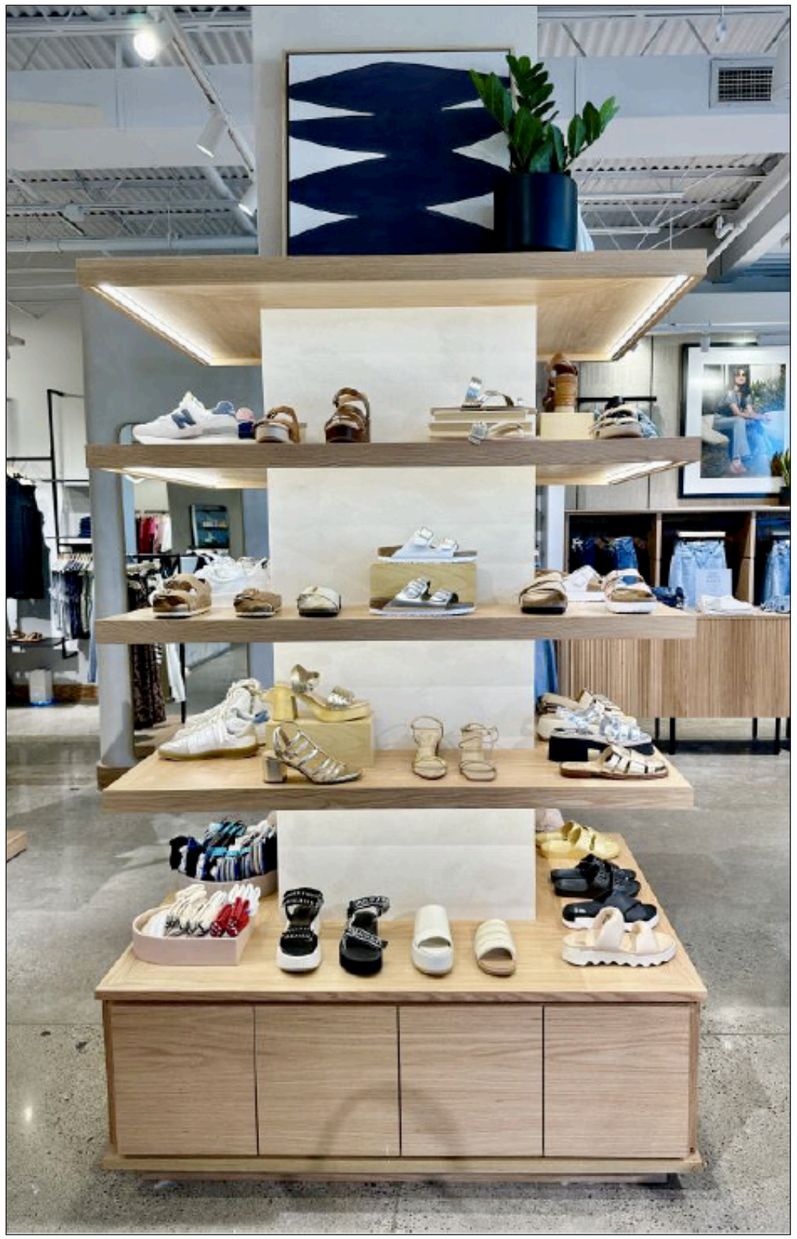




Shoe Column Line Drawings







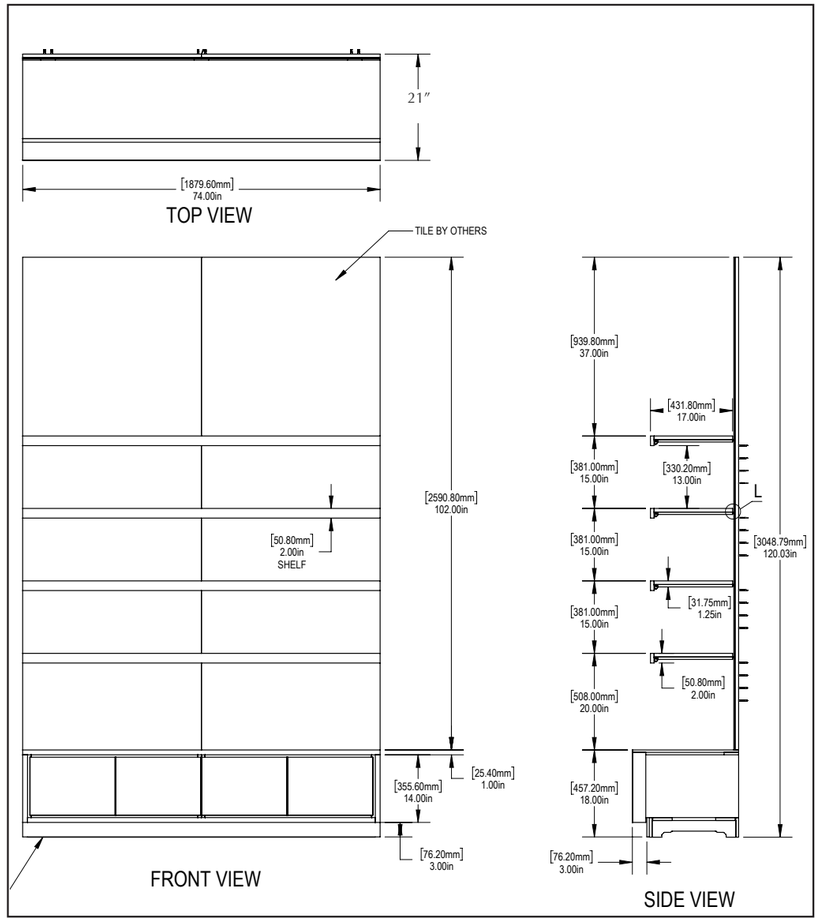
Store #08 Wayzata, MN with limewash treatment

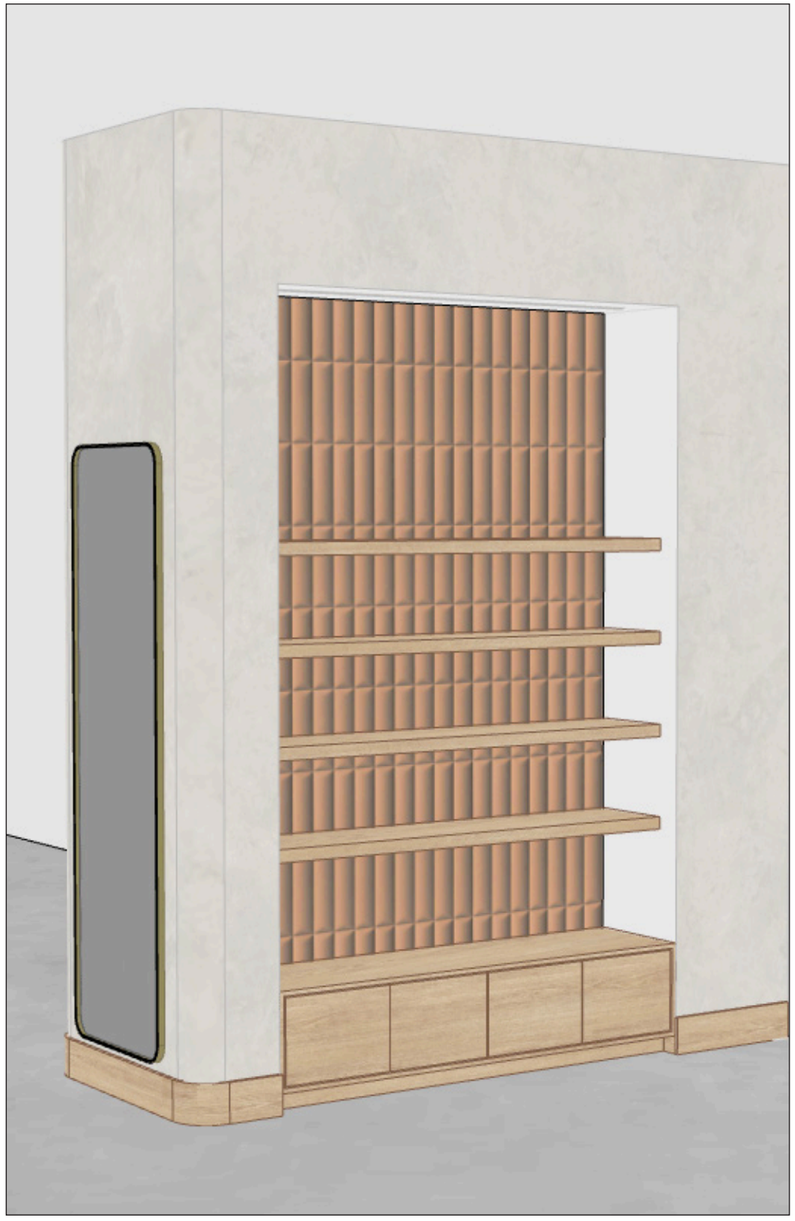
Shoe Wing Wall

108”H x VariesW x 17”D

In some locations a wing wall will recieve shoe shelving to replace a shoe wall. A true shoe wall is the preference, but this option exists for unique, tight scenarios for stores that require more than a shoe column for display quantity. The typical wing wall top shelf is eliminated, replaced with 4 thinner shelves that match the shoe wall size and spacing. The base drawers are converted to base cabinets, again to echo the shoe wall.

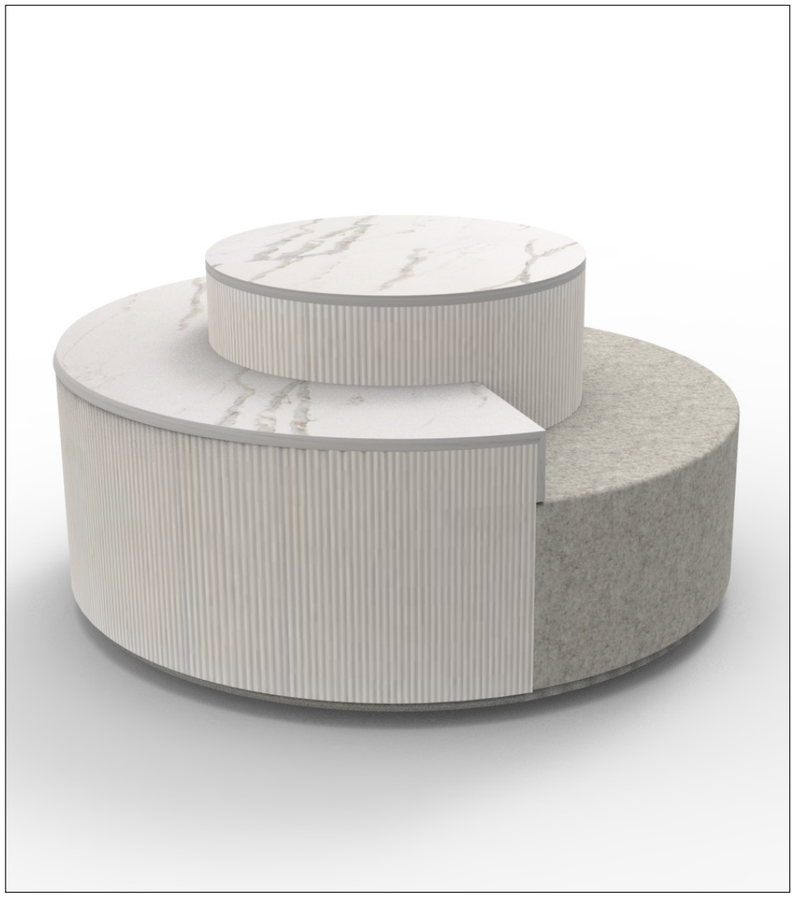


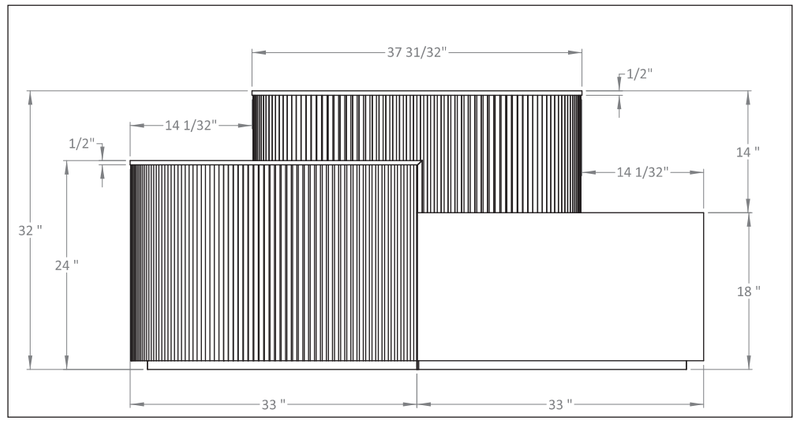




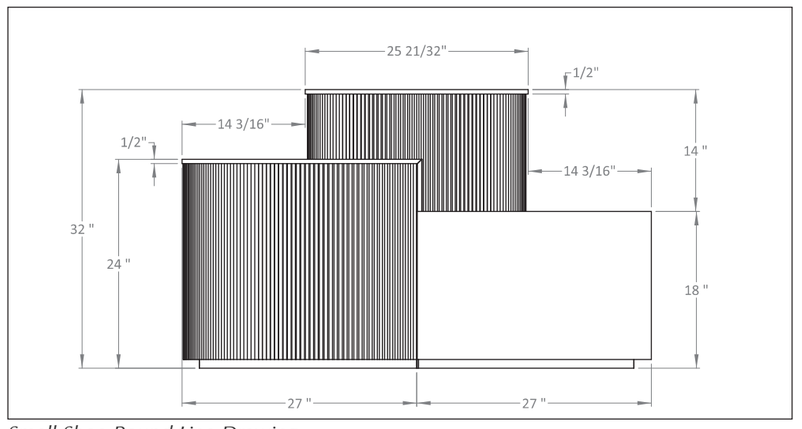
Round Shoe Display

66″ Round and 54″ Round
The Round Shoe Display is a floor fixture accompanied by a minimum 8′ wide Shoe Wall. This an A-tier fixture, it may not fit in smaller or lower budget stores. The felted bench provides seating for shoe try on.





Large Shoe Round Line Drawing



Small Shoe Round Line Drawing

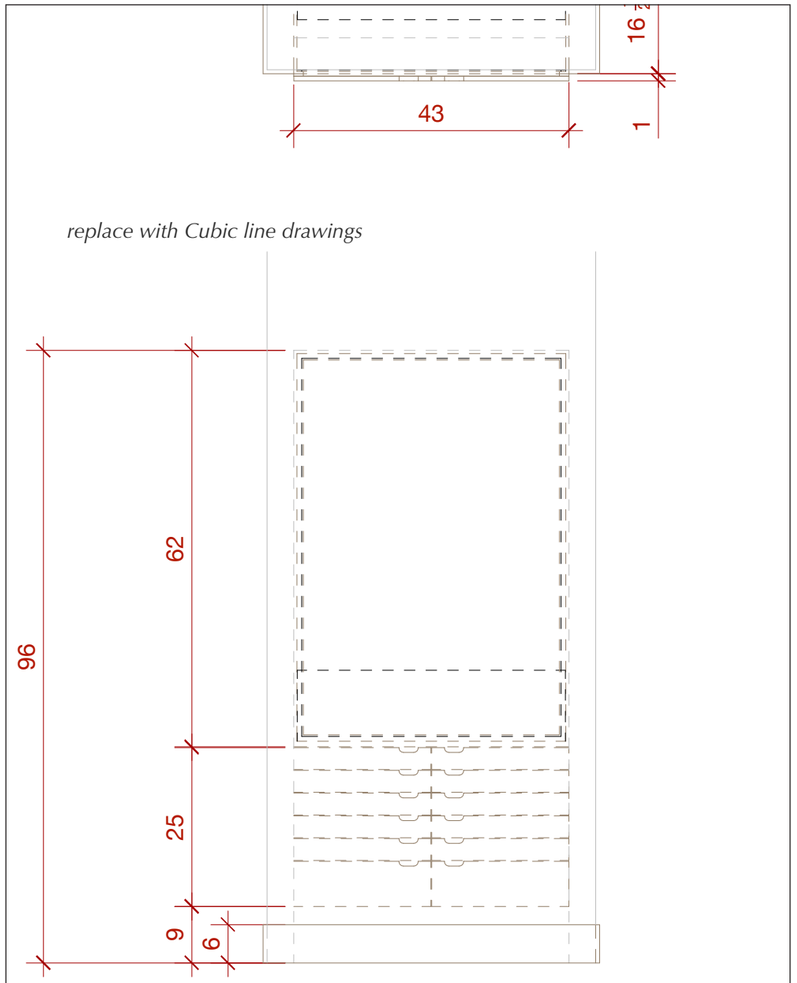
Jewelry Wall Niche

96″H x 16″D x 43″W

The Jewelry Niche is a wall display recessed in a column. Larger (3,500sqft+) and A-tier stores should recieve this display. The display consists of a felted pin board for jewelry merchandising, and storage drawers below for backstock. This display is accompnaied with a jewelry table with no storage drawers. The column is treated with limewash paint up to 12′, or custom to the stores “ceiling line”.



replace with Cubic line drawings



replace with photo

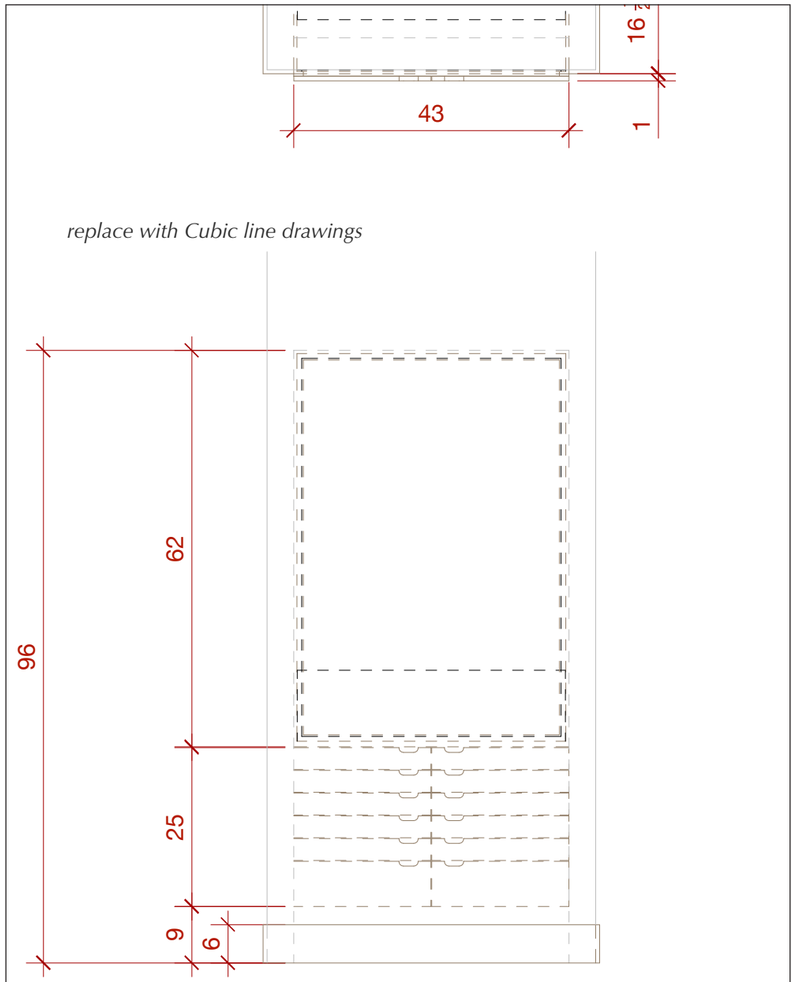


Accessory Column

96″H x 16″D x 43″W

When a store has a Jewelry Niche, it may also recieve Accessory Column shelving on the other sides of the column. These shelves are the same size and spacing as the shoe wall, with down lighting, but a store will never have an accessory column *and* a shoe column. Accessory Column shelves are intended to host accessories in larger stores. Some Accessory Columns will recieve belt wall hooks, the quantity will vary based on space.





replace with photo



Floor Fixtures

Primary Table Grouping

10’ Circle
The Entry Grouping consists of 3 tables, 2 mannequins, a floor rack, chandelier, and inset tile.



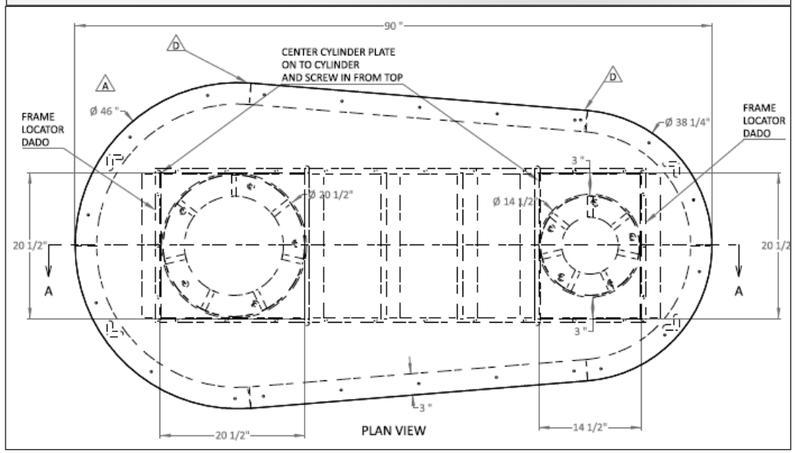




Entry Grouping - Oval Table

90″L x 46″W x 33″H
The Oval Table is clad in red oak veneer. The table top is an oblong oval shape, with cooresponding leg sizes. The legs have hidden leveler feet. At install, ensure the large leg is connected to the large side of the oval.

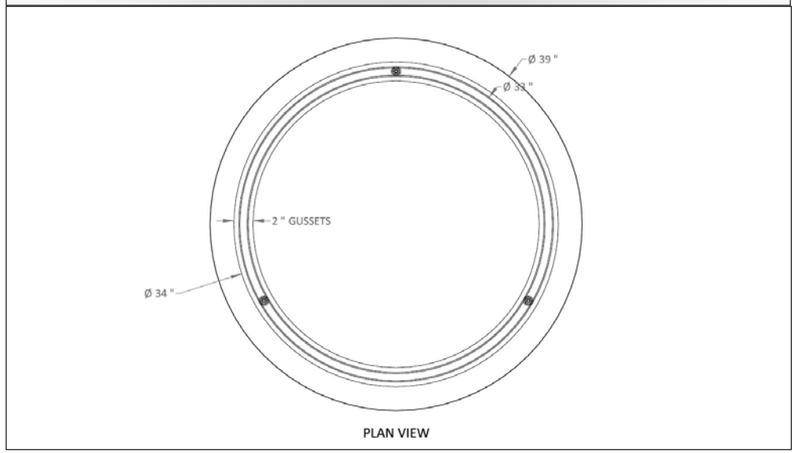




Entry Grouping - Rosa Table

42″Dia x 24.75H
The Rosa Table has a peach terrazzo top sitting on a plated gold metal base. Leveler feet should be white, to blend into the white tile.

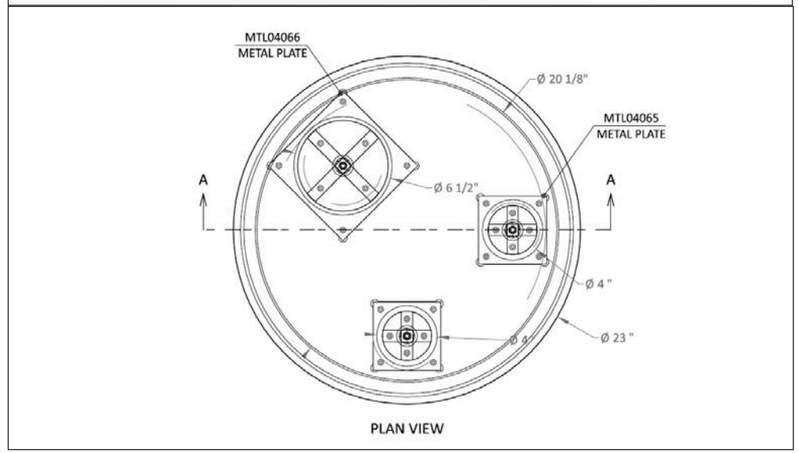




Entry Grouping - Walnut Table

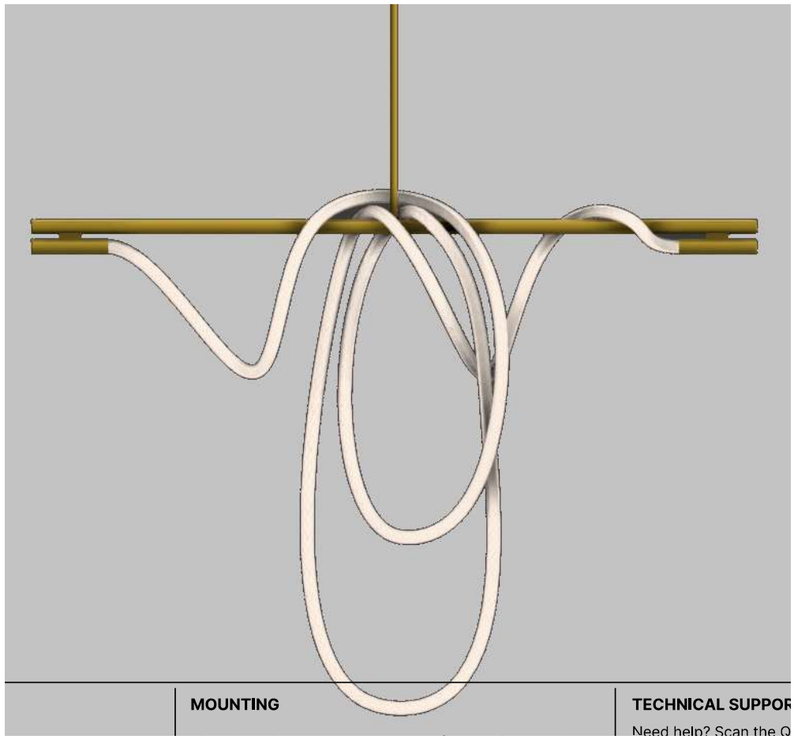
23″Dia x 19.25″H
The Walnut Table has a red oak top, stained to a dark walnut color. The legs are two sizes, two small, one large. They are painted with a textured peach plaster paint and have hidden levelers.



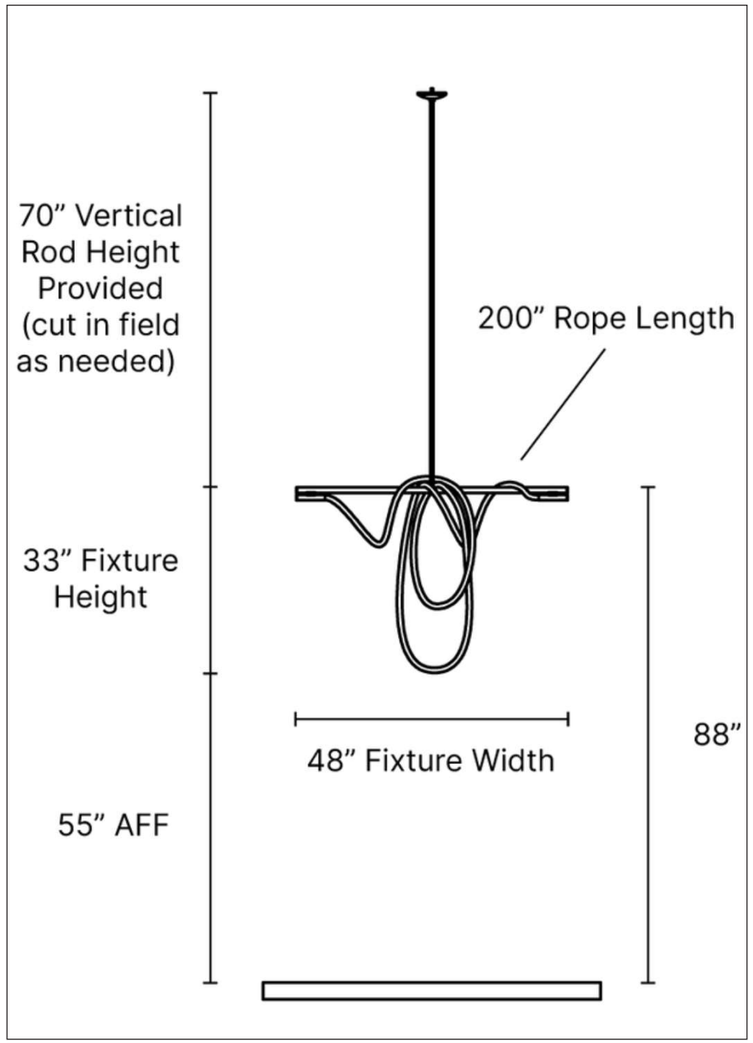


Entry Grouping - Light Fixture

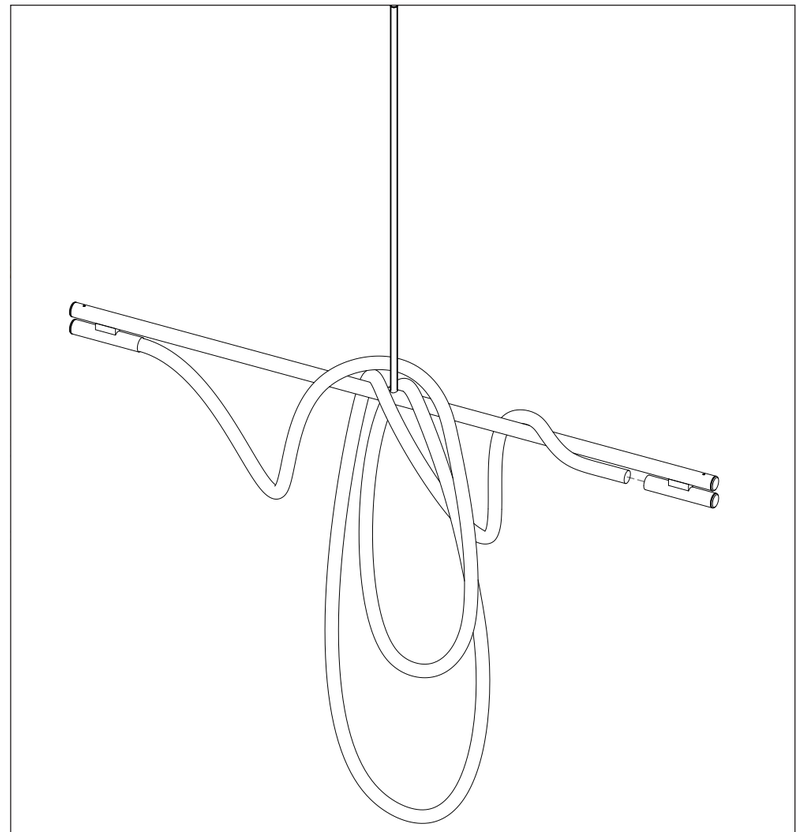
The 4′ Luke Lamp light fixture is installed over the large oval table in the entry grouping.



Light Fixture Installation Heights:



Rope Installation Pattern:



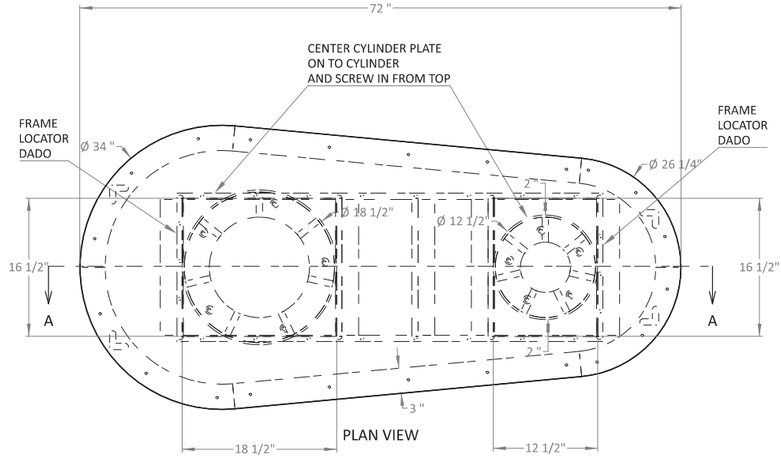
CONTACT US WITH ANY QUESTIONS!
Technical Support: (914) 294-2024 ext. 2

Small Entry Grouping

8′ Circle
The Small Entry Grouping consists of 3 tables, 2 mannequins, a floor rack, chandelier, and inset tile. This grouping uses a smaller version of the main oval wood table (6′). The tile circle is reduced to 8′.







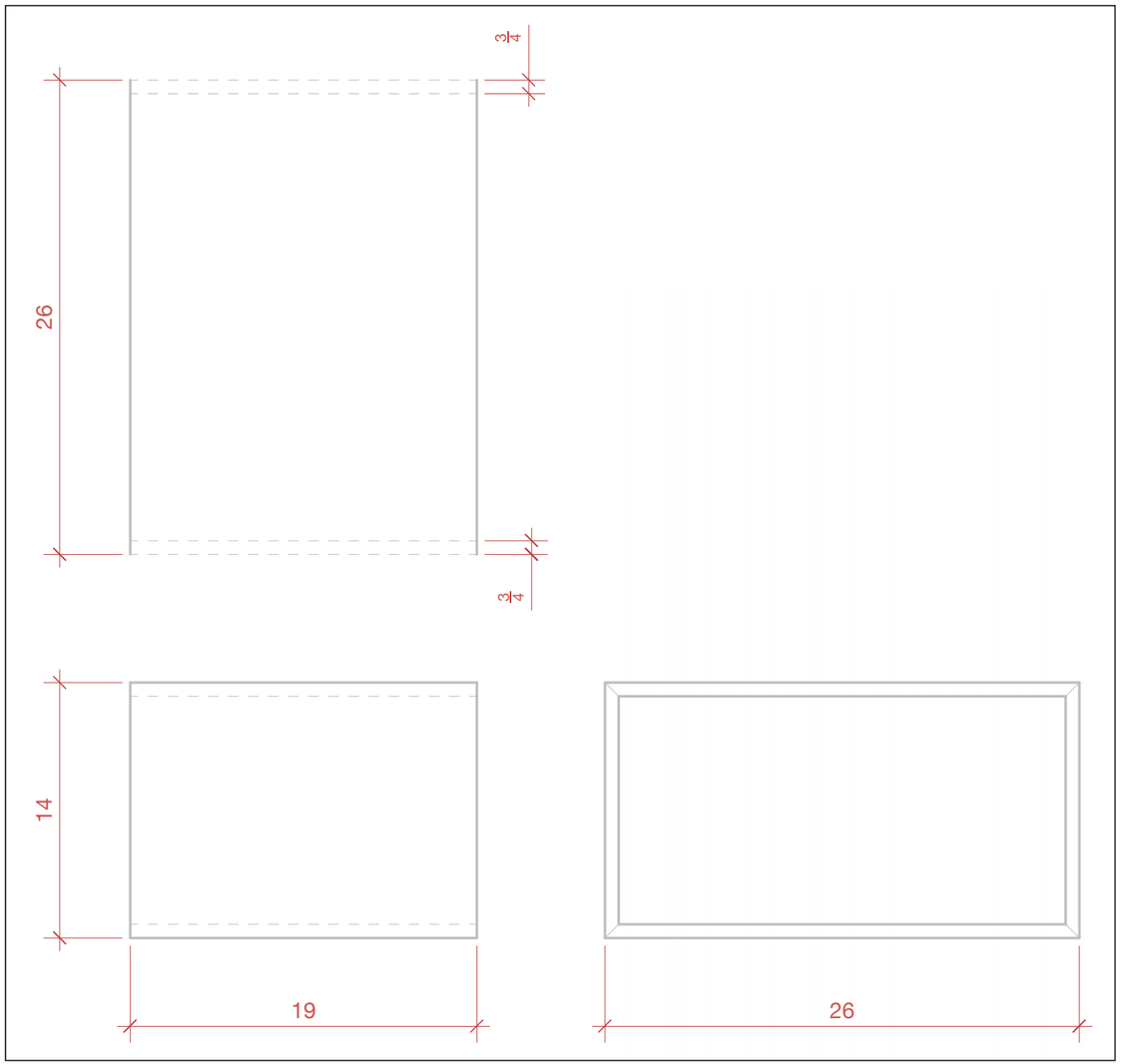
Small Wood Entry Oval Table

Mannequin Riser

26″H x 19″D x 14″H

The Mannequin Riser is a simple open box form that is used in two orientations.

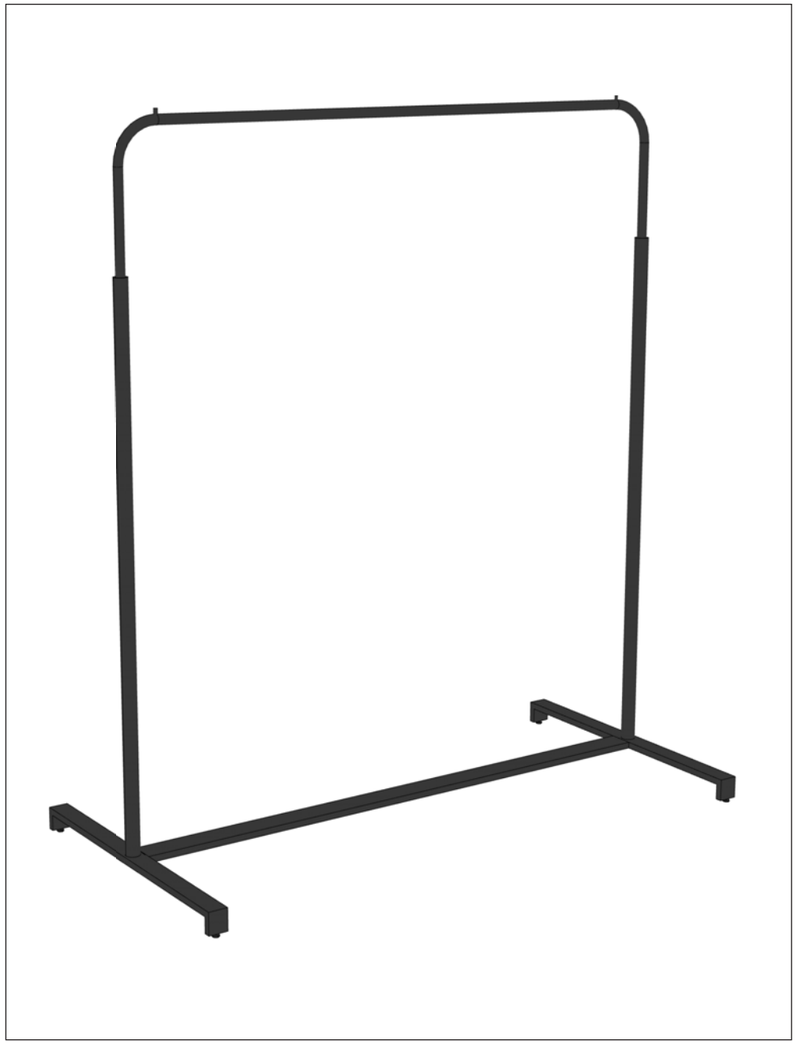




Mannequin Riser Line Drawings

36″ and 48″ Floor Racks

36″W x 24″D x 72″H and 48″W x 24″D x 72″H
The floor rack comes in two widths, 36″ and 48″. Each rack has the option to add a sign on one side. Leveler feet at the base are adjustable.



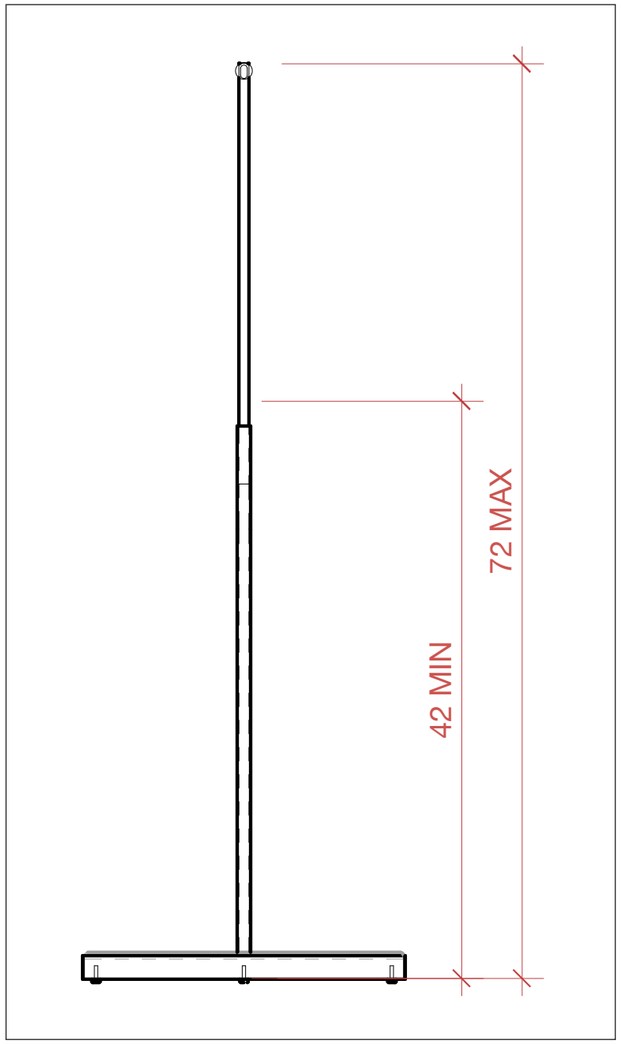


T-Stand

24″Dia x 72″H

The T-Stand is adjustable in height, ranging from 42″ to to 72″. The wood base is weighted for stability. Hidden leveler feet allow for adjustable setting.







Hang Fold Fixture

43.5″W x 25.5″D x 51″H
With removable shelves, the Hang Fold Fixture is a dynamic, flexible display for a variety of merchandising approaches.







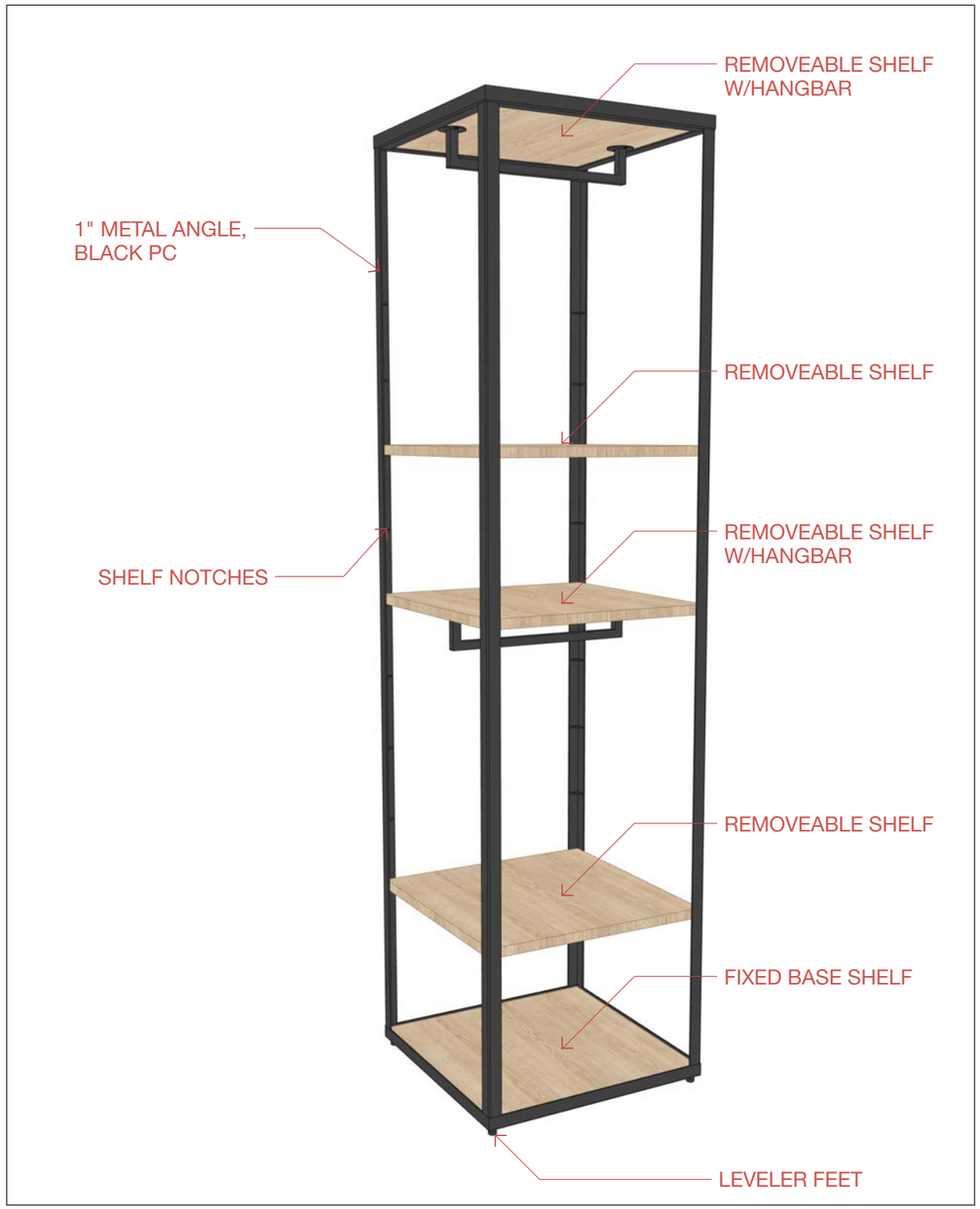


Etagere

18″W x 18″D x 70″H
With removable shelves and hang bars, the Etagere is another dynamic, flexible display used for a variety of merchandising approaches.



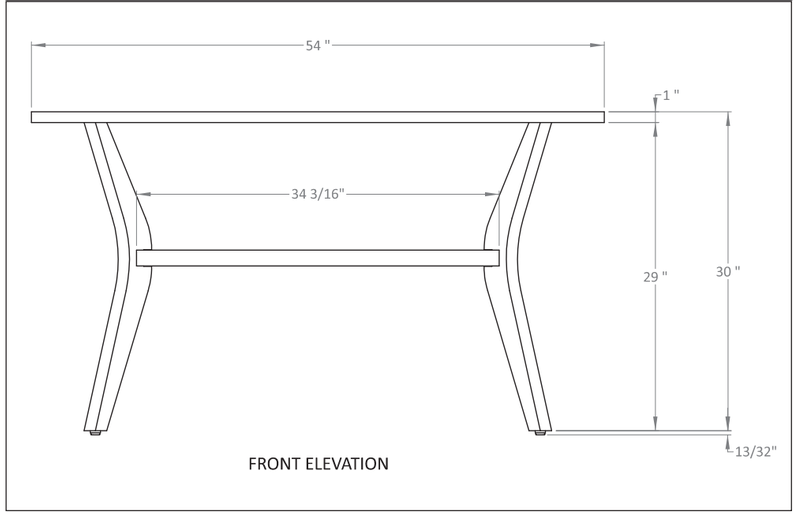




Jewelry Table

54″W x 34″D x 30″H
The Jewelry Table hosts the jewelry fixtures. It is often paired with the Jewelry Bench.



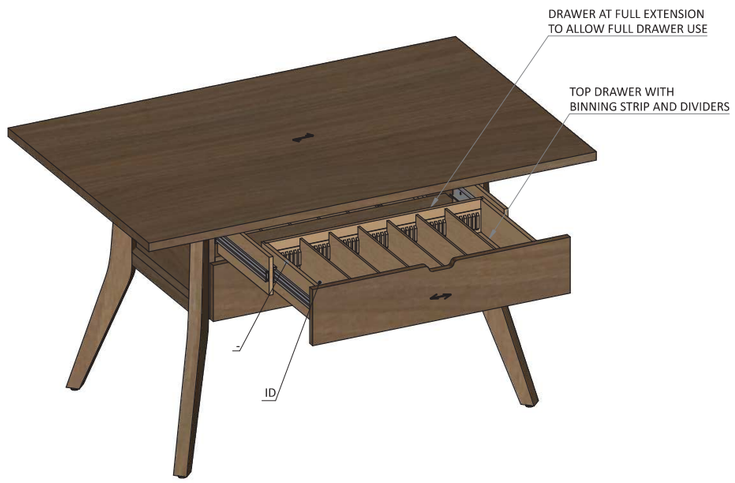


FRONT ELEVATION

Jewelry Table with Drawers

54″W x 34″D x 30″H
This Jewelry Table has two drawers for backstock storage. This table is used in stores without a Jewelry Wall Niche.

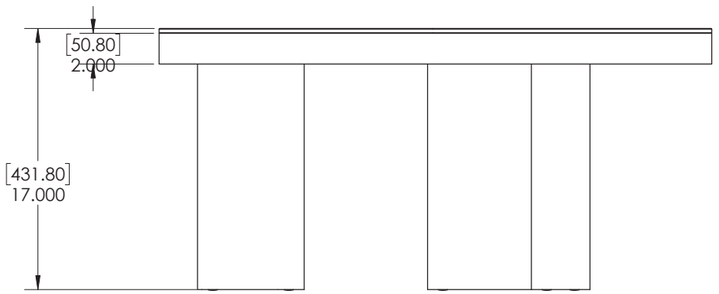




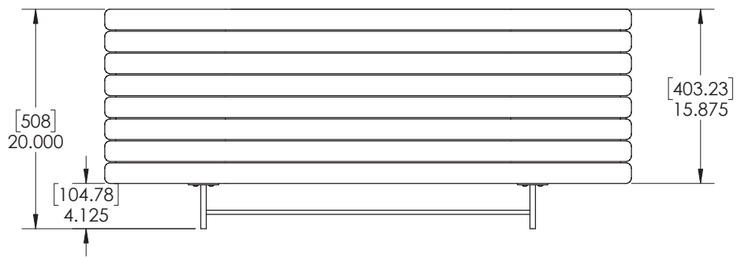
Secondary Table Grouping

This grouping consists of a Jewelry Table, the Low Peach Table, the Pill Bench and an optional 36″ floor rack and floor plant.

Low Peach Table
36″W x 17″H



Pill Bench
48″W x 22″D x 20″H





Denim Table - Large and Small

64″W x 25″D x 38″H and 52″W x 25″D x 38″H

The Denim Table both displays and stores merchandise. Denim is displayed on the table surface, and back-stocked on the back side. The front face is clad in fluted wood, providing playful texture and movement.



Collections Table

54″W x 32″D x 30″H
The Collections Table is always used as part of a set with the Collections Bench. This set is placed in one of the collection niches that is not denim. Most stores should recieve one, some largers stores can use two. Smaller stores sometimes recieve this set in conjunction with a shoe wall, when the budget or space does not allow for the Round Shoe Display.



Collections Bench

42″W x 22″D x 22″H
The Collections Bench is an upholstered bench used as part of the Collections Table Set. This bench is also used in smaller stores around a shoe column, or as replacement for lounge furniture.



Alternate Uses for Collections Bench:
at Shoe Column



at Backwrap

Collections Set



Table Top Display

12″Dia x 28″H
The Table Top Display has three head attachments: T-Arm, Shoe Pedestal and a Hat Form. Each head has a heaight range of 14″-28″, and can be used to display a variety of merchandise.



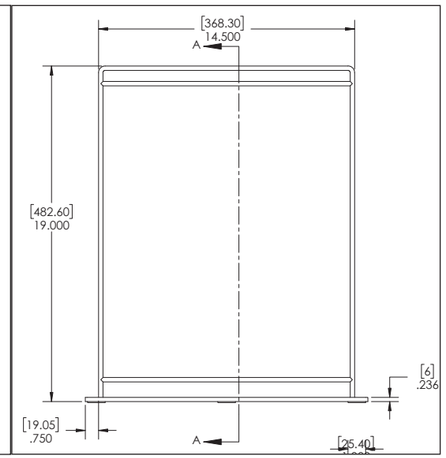




Belt Display

16″W x 5″D x 19″H
Belts are looped around the display to be presented throughout the store on tables and shelves.

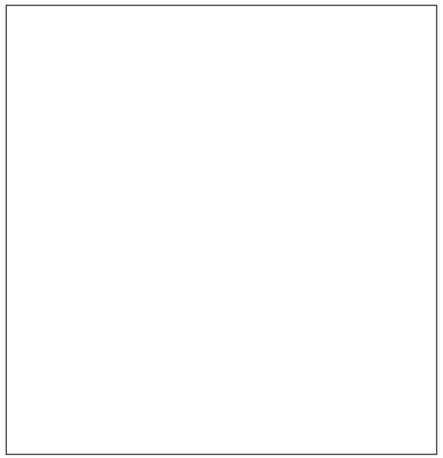






Belt Wall Hooks

xxxxxxxxxxxxxxxxxx
When store layout allows, wall hooks are used to display belts near the jewelry and fitting rooms. The quantity of hooks varies based on space.



Empathy Pouf (3 Tier) *20x20x18h*

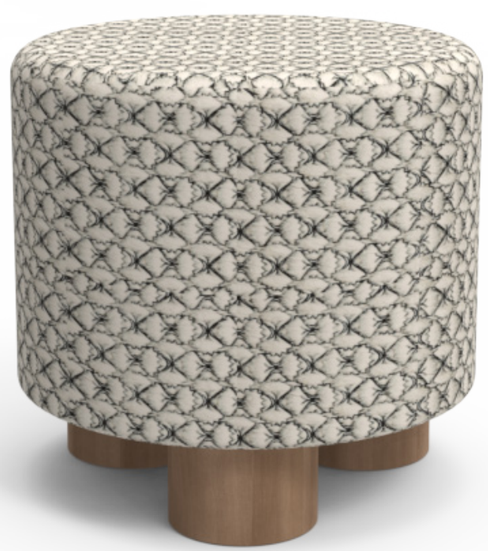


Authenticity Pouf (3 Leg) *18x18*

Wool



Fur



Tenacity Pouf (Tulip) *18x18*

Navy



Peach

