



New **Identity** for

Lee[®]

Stores



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Stores

1. | Why not

What does Lee stand for?

AttiDude

Be yourself

Enthusiastic

Eclectic

Soulful Blues

Sharp

Essential

Passionate

Authentic

Timeless today

Controlled Chaos



1. Why not

A Sense of Place

Create a new, refreshing and highly differentiated retail environment for the Lee brand

A Trendy, Aspirational and Cool place to hang out and chill!

A break from the generic 'jeans wear' imagery

Appeal to teenagers and young adults

Modular, Practical and Dynamic....
A constantly changing canvas

Should promote stress-free browsing with no overt pressure to purchase

Promote peer-led decision making



1. | Why not



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2. | Da Groove

Existing Showroom Analysis Design Directions

More clarity required in signage elements vis-à-vis fits & styles

Handy take-ones- brochures, posters, CD compilations (tecno?), postcards, cell phone / pda accessories in denim etc...

Create a brand story – mythology through timelines . Associations with 'hip' crowd-pullers, cool people and pass-times

Focus on comfortable browsing and ease of trial in spacious cubicles

Re-position as a cutting-edge international brand



2. | Da Groove

Existing Showroom Analysis Design Opportunities

More contemporary elements in terms of style and material use

More focused light-levels with Subtle strobe and scanner effects
For a pyrotechnic feel

Interactive spaces with unusual dimensions that evoke a positive vibration for the brand

Exploit branding opportunities in terms of interior spaces and signage

Create a sub-space for the kids section built around skate boarding, BMX and roller-blading and basketball court themes



2. | Da Groove

A Place toJust Be Reasons to hang out!

Watch stuff on big screen (music videos, Lee ads, alternative sports, movie trailers)

Practice to be a rock star or watch the local wannabe bands mess around with drums, electric guitars and amps.

Play pool, video games

Just be with friends and listen to the latest music

A meeting place with low seating, bean bags and friends...a heady mix of social and personal spaces

The Lee Juice bar?



2. | Da Groove



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3. | Da Place Maan

Lee

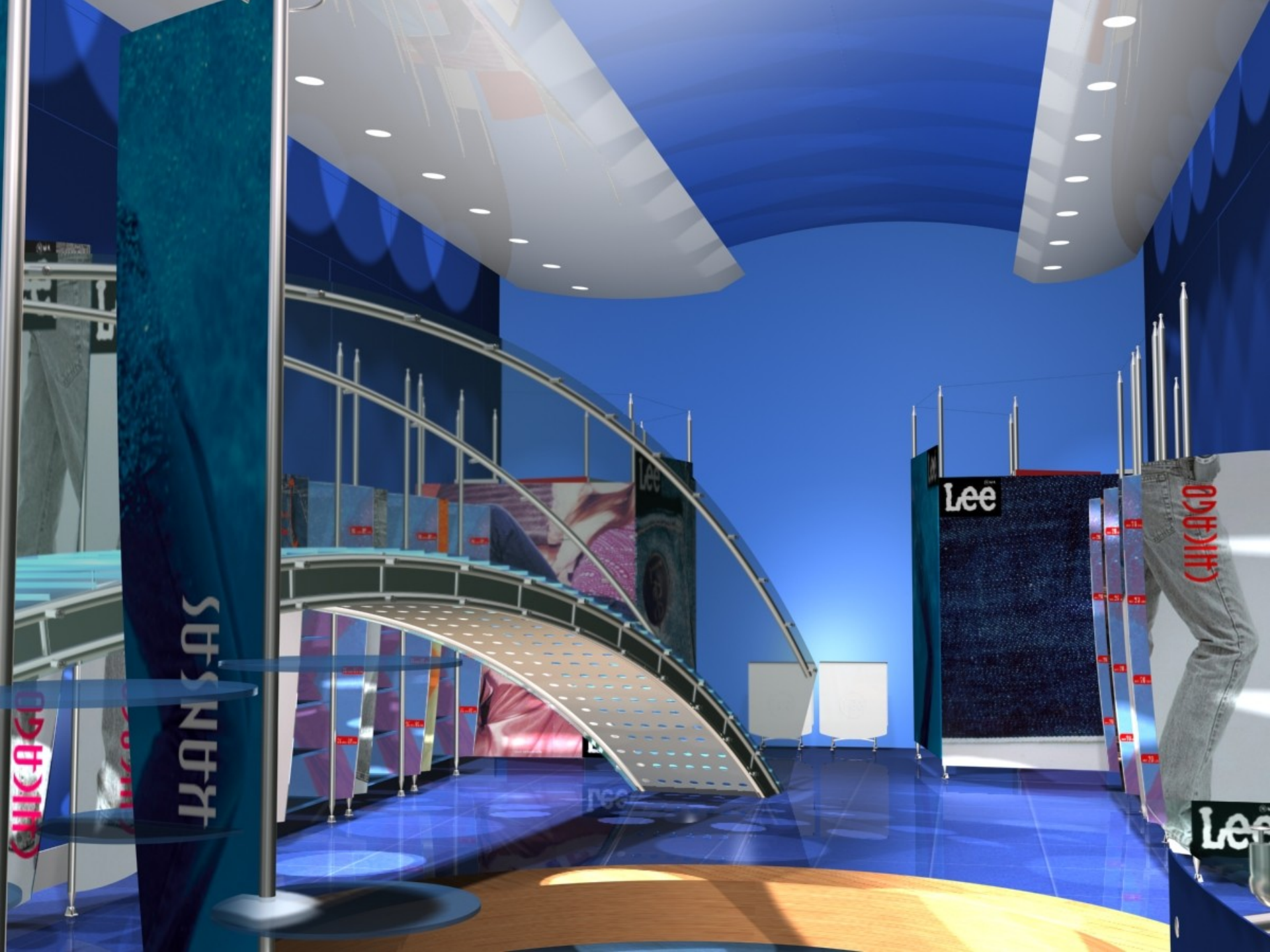
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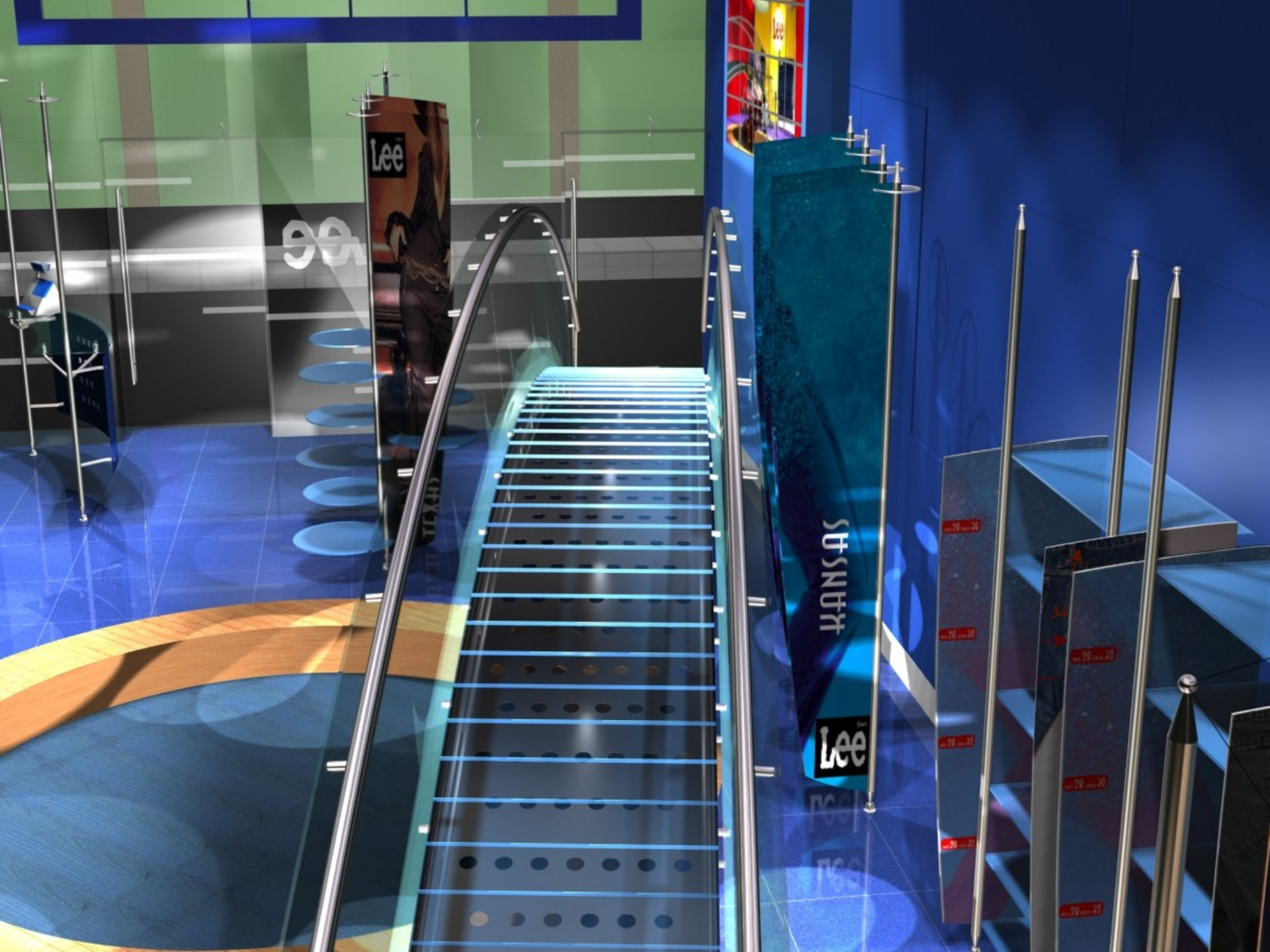
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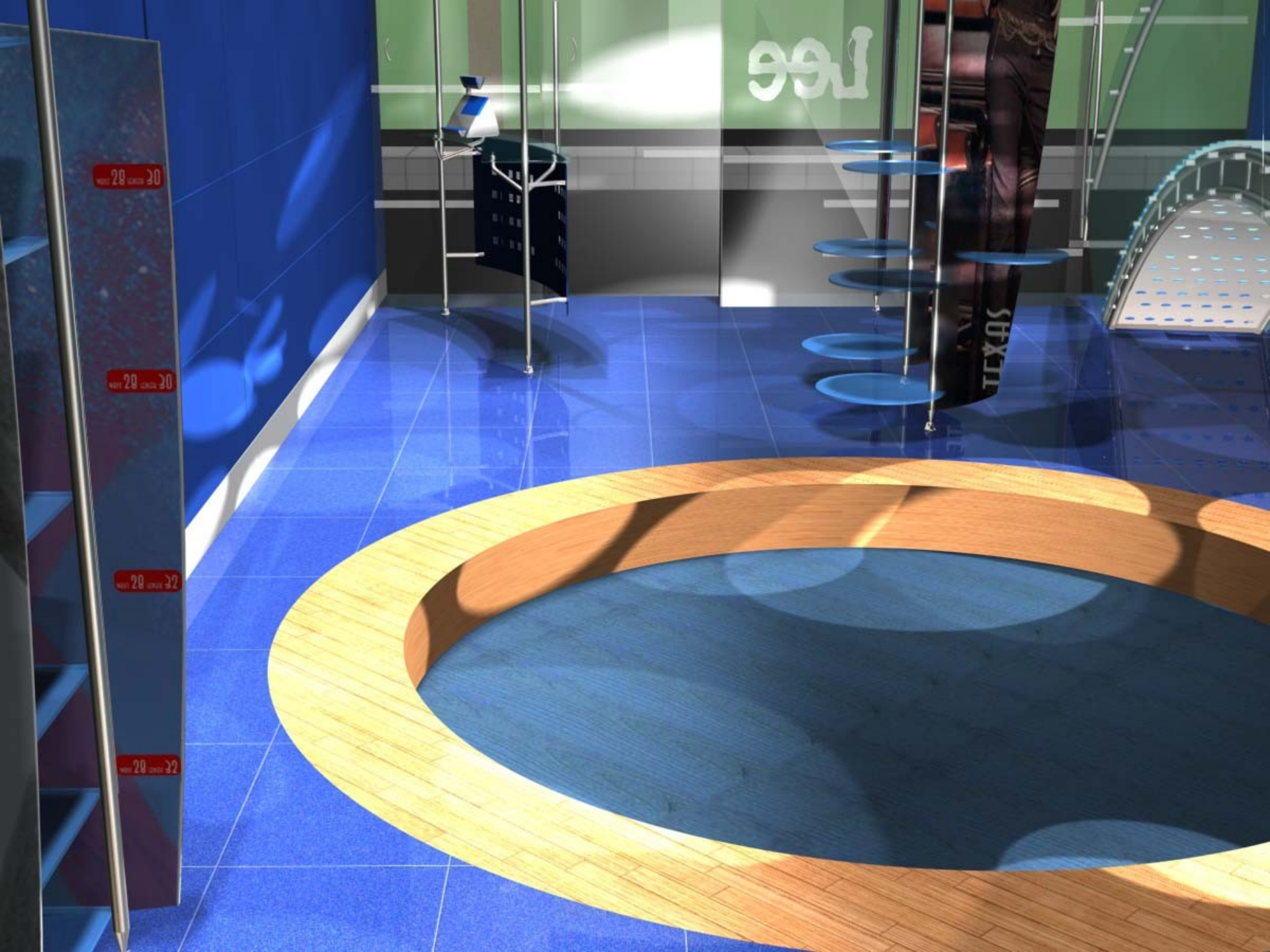
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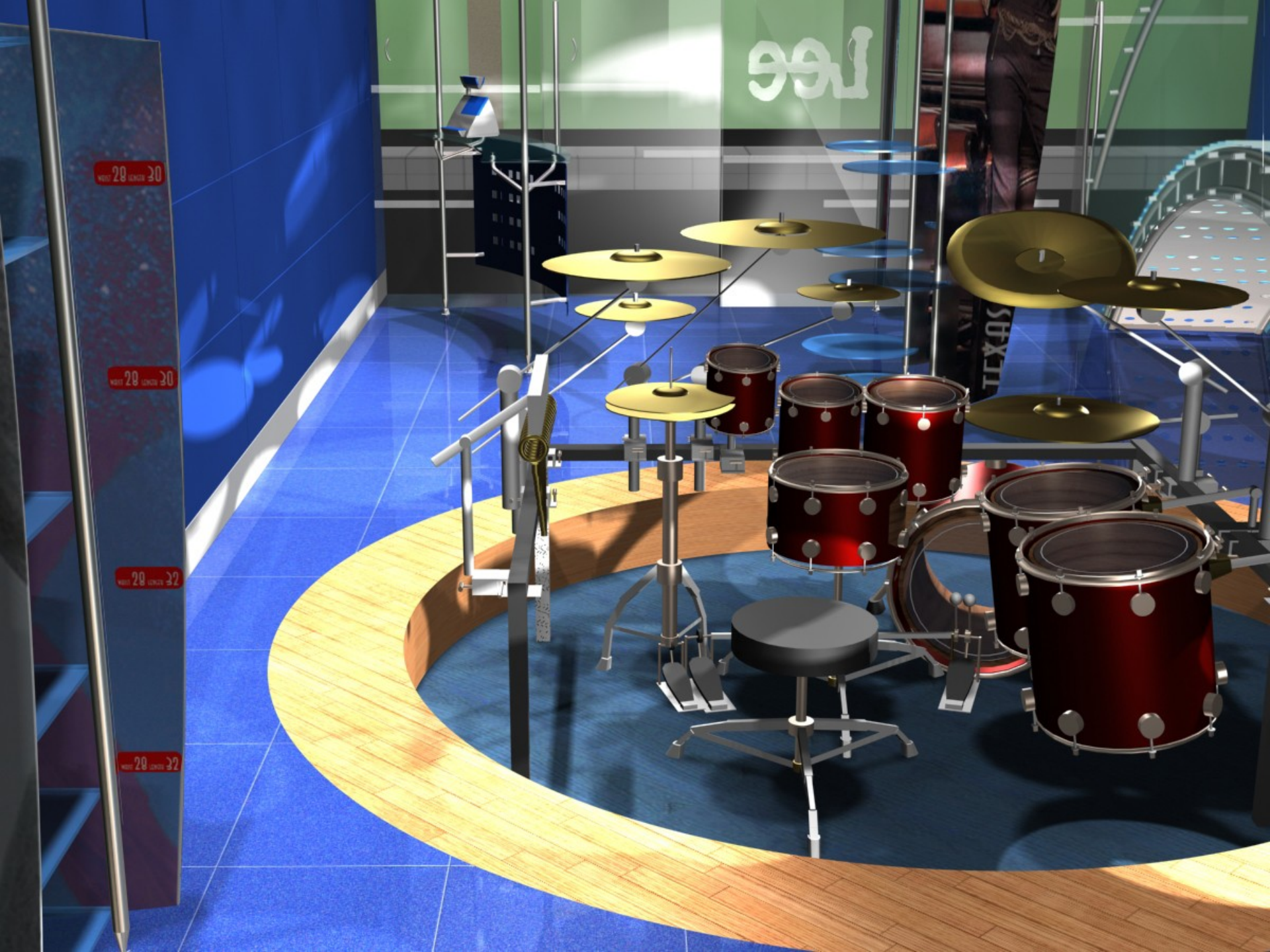


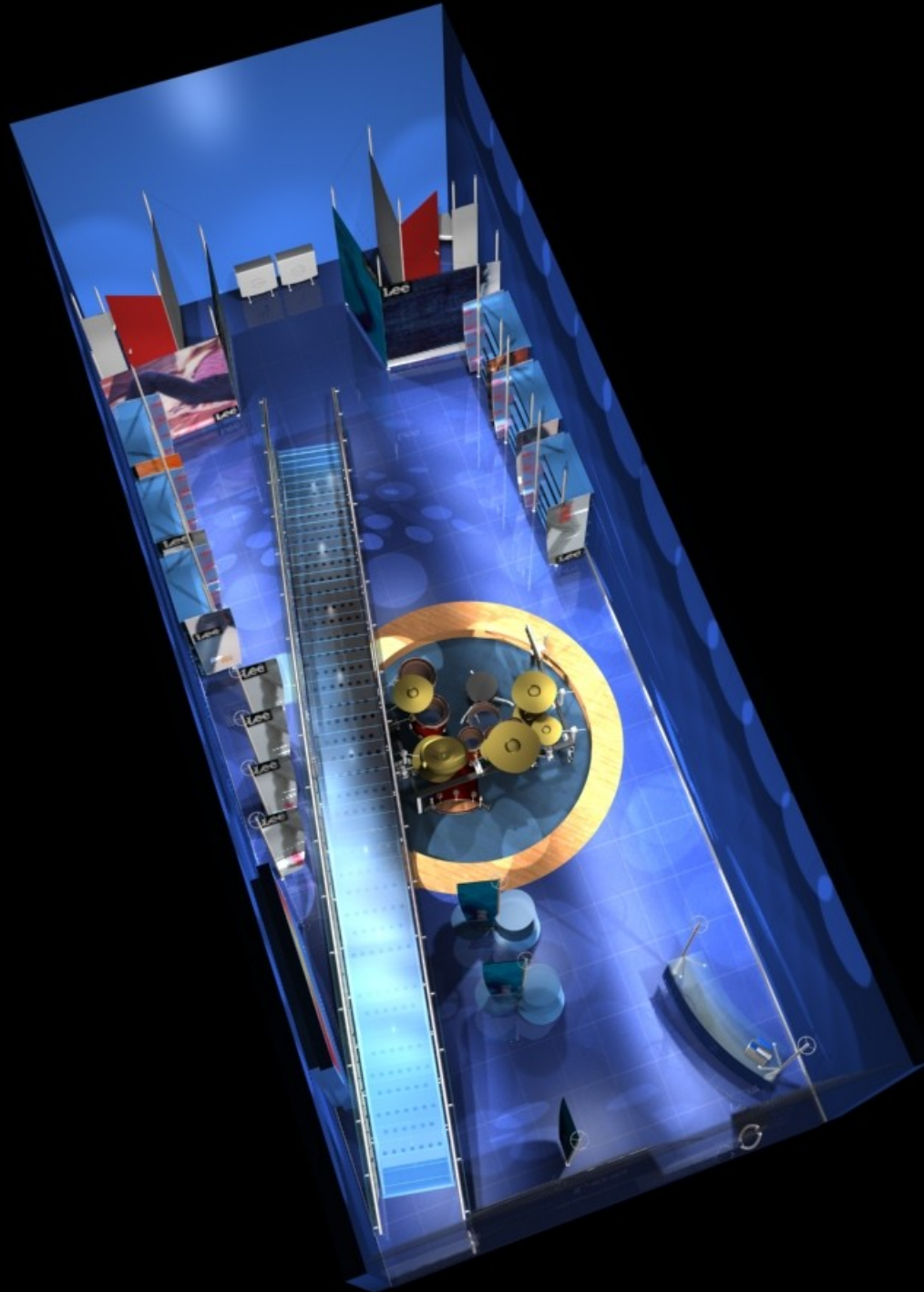
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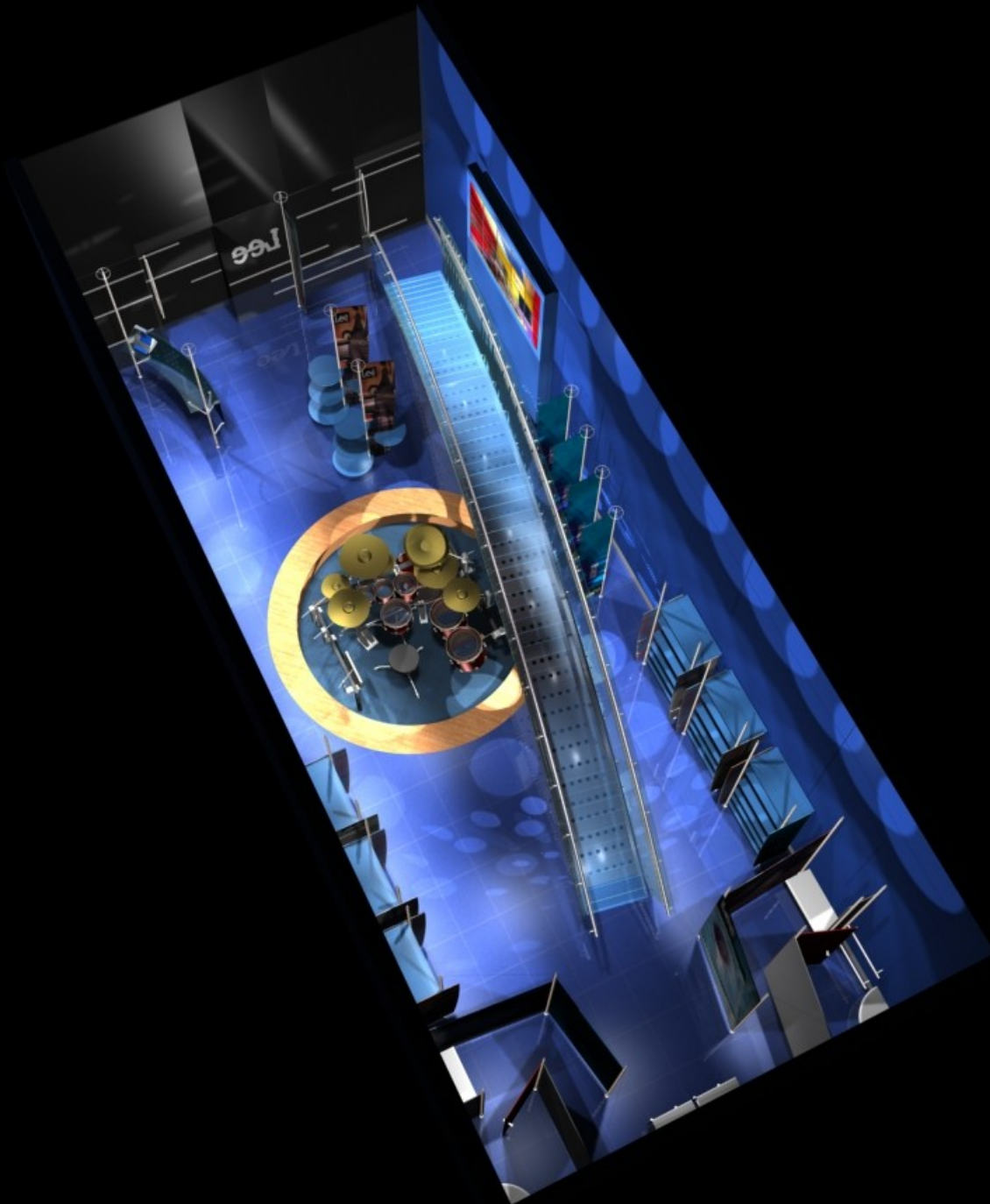
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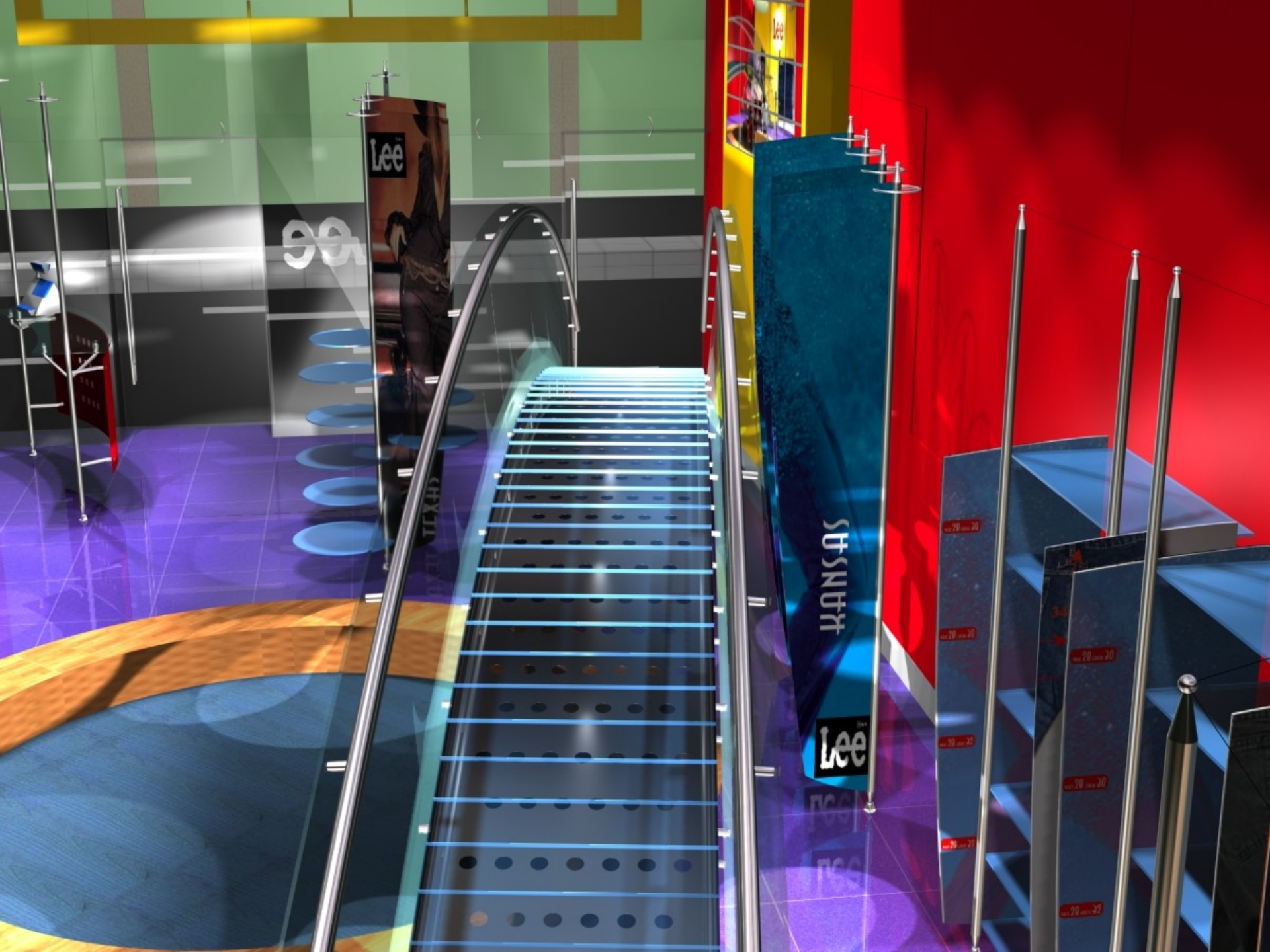
















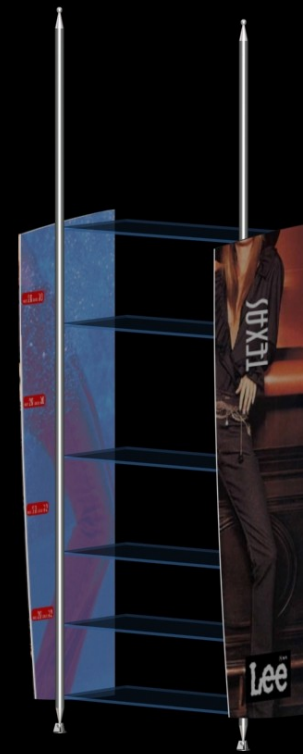
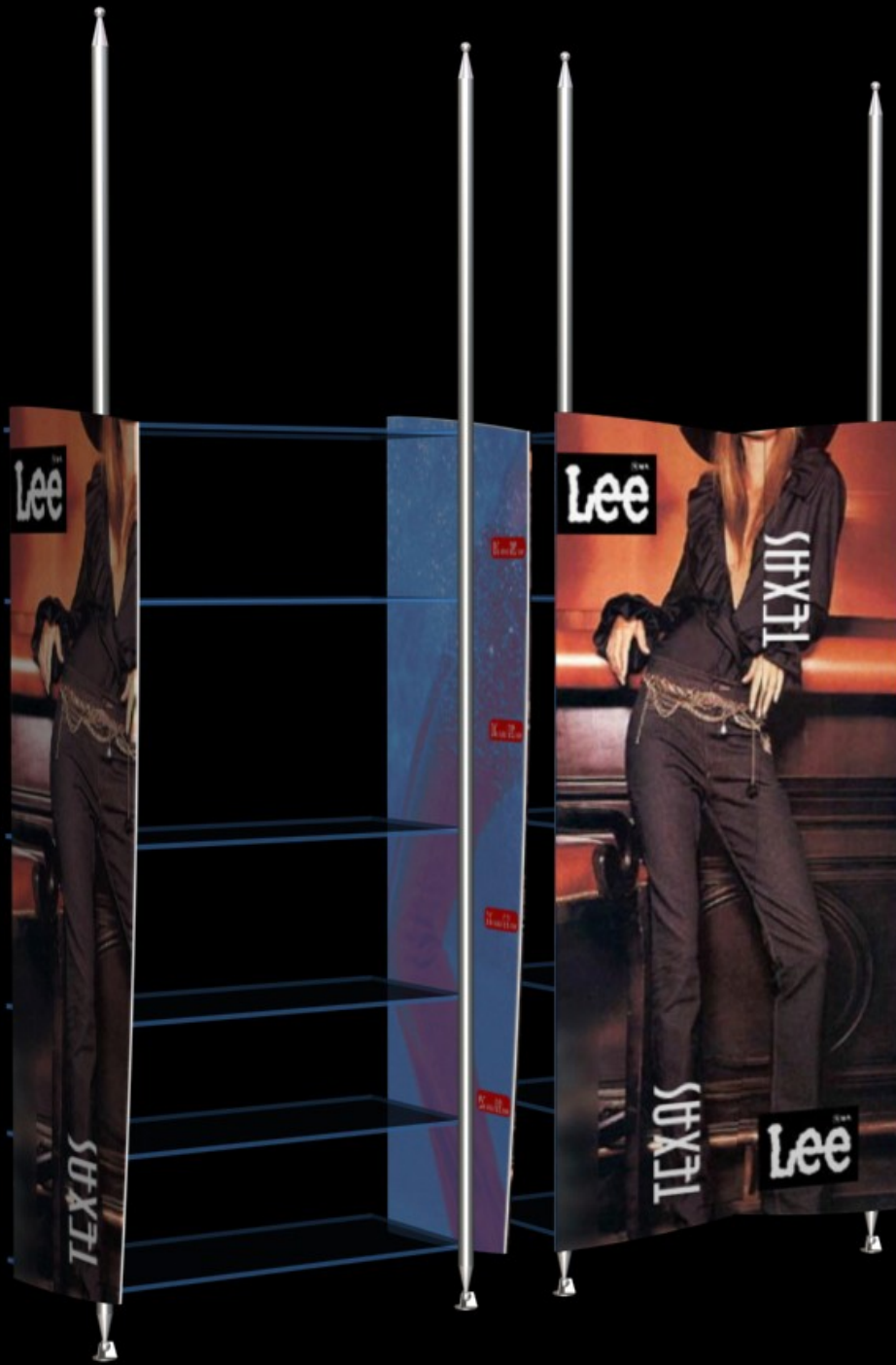




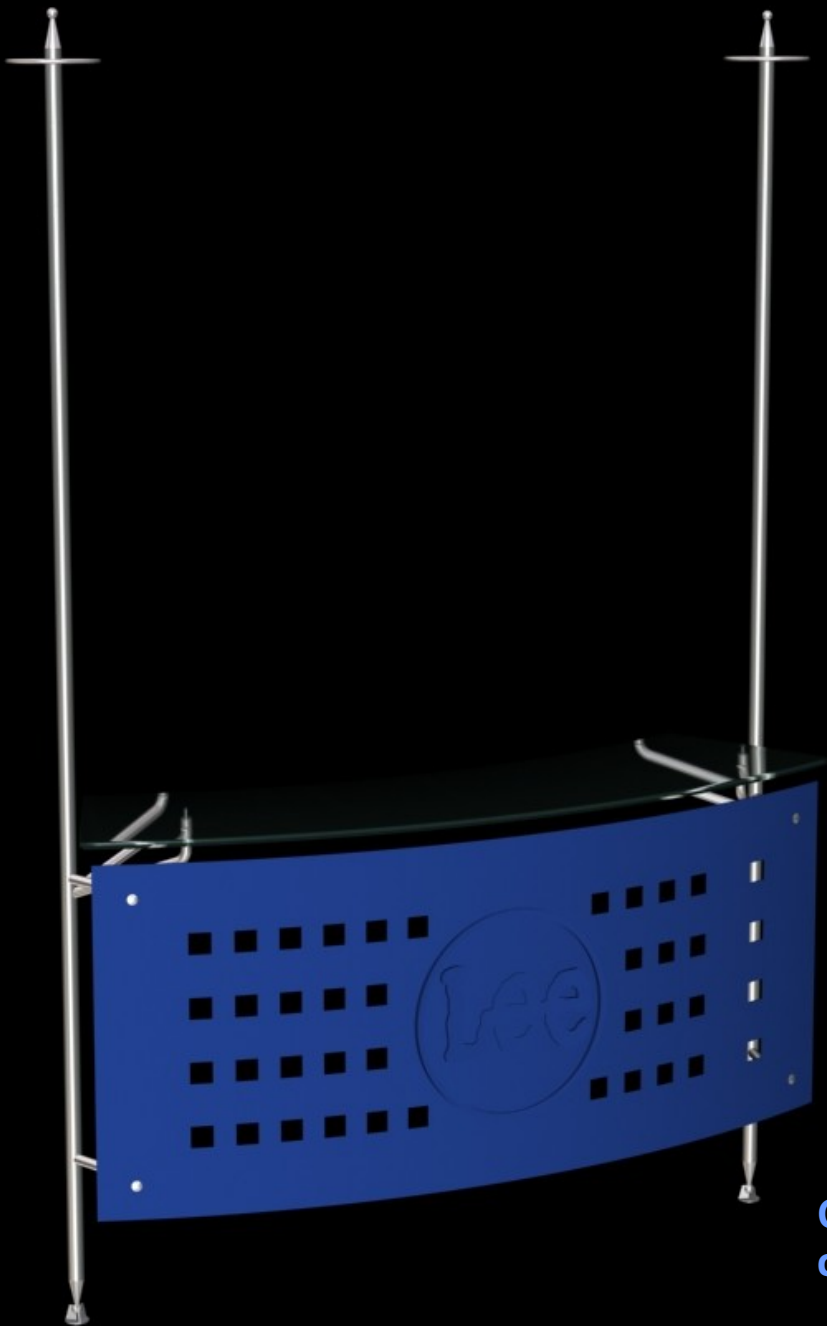


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3. | Da Stuff



Clothing Racks
with folding
poster screens



Check-out
counter



Trees



Style Flags



Clothes-horse



Bench



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4. Nex Steps

- >Detailed Design
- >Site Adaptation
- >Design Manual

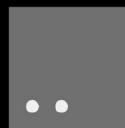


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