

EXPRESS

Easton Town Center - Columbus, Ohio

This store represents the evolution of Express and truly delivers the message of this young, sexy fashion brand.

Unique Store Experience

- This store was created to point the brand forward. Express is a 360° experiential brand that delivers young, sexy, fashionable going-out, wear-to-work and casual wear for young men and women.
- Express Easton exists as a laboratory where the brand can leverage the power of Express product, marketing and shopping experience into a powerful dual gender store.

Store Concept/ Design Elements

- Our stores continue to be successful at presenting the Express DNA: young, sexy, fashion forward brand driven entirely by original design.
- The Express Design Studio speaks to our customers in a believable, differentiated way. Our designers are our customers, and our customers appreciate their expertise and integrity.
- The better we look, the more we sell. The store is a more luxurious environment for shopping, and imparts an abstract value to all the clothing within.

Merchandise/Marketing Points of Interest

- **Pant Shop.** The pant shop conveys a clear distortion to a key category and it allows the store to maximize inventory, floor space and selling efforts.
- **Layers of Interest.** The shop concepts are differentiated by various marketing and visual ideas that focus on product, making it hero: use of copy to tell the brand or garment story or special hangers that bring the customer's eyes to the product. Special tables or the way tables are set up define spaces and showcase items the customer can wear together. The use of mannequins and the way they are used- in repetition or in groups- are positioned around the season's most important product ideas.
- **Compression and Zones.** We have created distinct areas within the store for the three categories: wear-to-work, casual and denim. Displays in each area showcase the lifestyle branding and cross-over of each category.
- **Links.** We have created a dual gender jeans shop adjoining the women's and men's businesses at their sexiest point.