

# T H E L I M I T E D

## *Easton Town Center – Columbus, Ohio*

As the foundational brand of The Limited Brands enterprise, The Limited presents the visitor with a great shopping experience that provides well-presented merchandise in a self-select atmosphere.

### **Store Experience**

With 5,986 square feet of selling space, the Easton Town Center location embodies the fashion-right spirit of The Limited. Characteristics of the “typical” Limited customer were taken into consideration for specific design details such as:

- A neutral color palette that allows the product to “pop”
- Architectural fixtures that are simple and non-intrusive, yet fully functional
- Strategic arrangement of “shops” to influence full-store traffic
- Softened lighting to create a sexy setting that highlights specific merchandise
- Simple, understated signage for an elevated brand perception
- High ceilings and sufficient open space to give the customer a sense of ownership over her “own” space
- Upbeat, current music selections for an energized shopping experience

The Easton Town Center location opened in the fall of 2001 as a concept store designed to re-energize the brand in the new and unique Easton setting. Within two years of opening, the Easton Town Center concept became a rollout package—and is currently being implemented nationwide.

### **Points of Differentiation**

The Limited offers unique selections that are particularly suited for the young professional who likes to express her own sense of style.

**Pants.** The Limited focuses on stylish pants that fit different body types comfortably, and bring versatile utility to any wardrobe—professional or casual.

- The *Drew* fit is sexy and streamlined with a low-rise waist and straight line through the hip and thigh
- The *Cassidy* fit hits just below the waist and is shaped through the hip and thigh
- Unique pant services include a large selection of styles in short, regular and long, as well as hemming services

**Knits.** The Limited is proud of its long-standing reputation for staying on top of knitwear trends, by gleaning inspiration directly from the runway-fresh styles. Every season, knit tops are shown with prominence to influence add-on sales and layer into our core assortment of pants and suits.

**Suiting.** New this year is the *ABSOLUTELY AMAZING WASHABLE, WEARABLE, WRINKLE-FREE WOOL SUIT FEATURING [L3] TECHNOLOGY*. This is an offering of incredible potential, and has already received positive publicity from the media. Marketing efforts continue to tout this amazing suit as “The fabric innovation of the 21<sup>st</sup> century” that is “Only at The Limited and Nowhere Else. ®” In addition, The Limited offers great suits at incredible values in a number of styles and fabrications.