

RETAIL design

AND VISUAL PRESENTATION

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HUTSON CLOTHING CO.

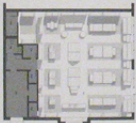
West Lake Court, Austin, TX



The 3,000 sq ft. store in West Lake Court in Austin, TX is the second store designed by Michael Malone Architects for Randy Hutson. For this store Hutson decided to create a casual menswear store that "reflected the Austin environment and lifestyle." For the architects/designers the challenge was to create a new prototype design that would appeal to the area's mix of customers. Austin is a city filled with young people and the city has a reputation for its "laid back lifestyle." Thus, the new store would mainly feature casual clothing in a mixed price range. The directive—from Hutson—was make the store

appealing but not "stuffy or formal" as traditional men's stores tend to be.

The existing storefront in this shopping center had to be made "more open and inviting." The windows in the façade vary in height so the designers set platforms up front at the window line against which the in-store fixtures serve as backdrops. The mannequins and simple lifestyle props activate the display set-ups. The budget was critical and the existing "A" frame space "was celebrated as the main volume of the store." Thus the exposed structural and mechanical systems were painted out and the individual fixtures were conceived as



1. Entry
2. Menswear
3. Accessories
4. Cafe



DESIGN: Michael Malone Architects, Dallas, TX
PRINCIPAL IN CHARGE OF DESIGN: Michael Malone, AIA
PROJECT MANAGER: Bob Borison, AIA
PROJECT ARCHITECT: Katherine Das
CLIENT: Hutson Clothing Co., Randy Hutson, owner
PHOTOGRAPHY: Jud Haggard Photography, Dallas, TX



"walls" to create feature areas and backdrops within the store. Defined areas for display were affected by suspended square "clouds"—constructed of gypsum board—complemented by striped beige area rugs on the tile and concrete floor to further emphasize these clusters.

The fixtures were all constructed of clear finished MDF board with simple maple wood trim. "This gave the fixtures an informal look, but also one that worked well in the presentation of the clothing." Merchandise is also featured along the walls in flexible bin fixtures, on hanging bars and face-on using mirrored standards. The cash/wrap also serves as the jewelry display case and this area, like the dress-shirt and tie match up tables, is accentuated by suspended feature lights. The wall of glass block, illuminated from behind, that backs up the

cash/wrap makes a dramatic focal treatment at the rear of the store and serves as a draw to the back of the shop. Fixed halogen down lighting is used throughout to illuminate the merchandise and the displays.

In addition to the large flexible selling area there are four dressing rooms, a stock room and an alterations area for on-site repairs.

