

RETAIL design

AND VISUAL PRESENTATION

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POCKETS

Dallas, TX



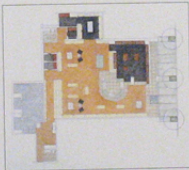
ARCHITECTS: Michael Malone Architects, Dallas, TX
PRINCIPAL IN CHARGE: Michael Malone, AIA
PROJECT MANAGER: Richard Smith, AIA
PROJECT ARCHITECTS: Paul Pascarella, Rebecca Browning
DESIGN: Studio Boretta
JEWELRY SHOP DESIGN: Sergio Bertolino
PHOTOGRAPHY: Craig Kuhner



Moving a successful and well established menswear business from an 8000 sq. ft. space to one just a little over half the size creates problems. But, the move of Pockets to a more upscale and prestigious address in Dallas made it all worthwhile. For the architects, however, for Michael Malone Architects of Dallas, it was a challenge.

First there was the space itself. The old building (1928) had very low ceilings and over the years the floors had settled to different levels. Then, the ductwork and lighting had to be designed to fit into an 8 in. deep plenum. Finally, as Michael Malone explains, "We were able to not only 'fit' in all of the merchandise in the location, but do it in a way that doesn't make the customer feel the store is smaller or more crowded."

The design objective was to create



an environment that was "fashion forward to reflect the clothes but would be comfortable for customers who think of themselves as traditional," and to make the store open and the merchandise visible from all over. To accomplish this, the designers opted for a wood infused space with rich, natural blonde woods used for fixtures, fittings and furniture. For the wall units, the designers specified adjustable legs so that they could be set to accommodate the changes in the floor levels. Aluminum legs were used throughout as accents for the fixtures. The cock floors are not only easy to maintain but are easy on the feet of those who work in the shop all day. For the layout, the cash/wrap was centrally located and from here the sales staff could see throughout the store and offer assistance as needed. "The curving form of the cash/wrap

and its acffit are a visual counterpoint to the rest of the store's more orthogonal layout." Jewelry and accessories are displayed here. The private, made-to-order and fitting room, located in the rear, is an important element in the store's design and here shoppers may view samples in a conference-like setting.

Virtually all of the store's lighting is fluorescent or metal halide. This was done in order to comply with Texas's new energy standards of 1.5 watts per square foot.

