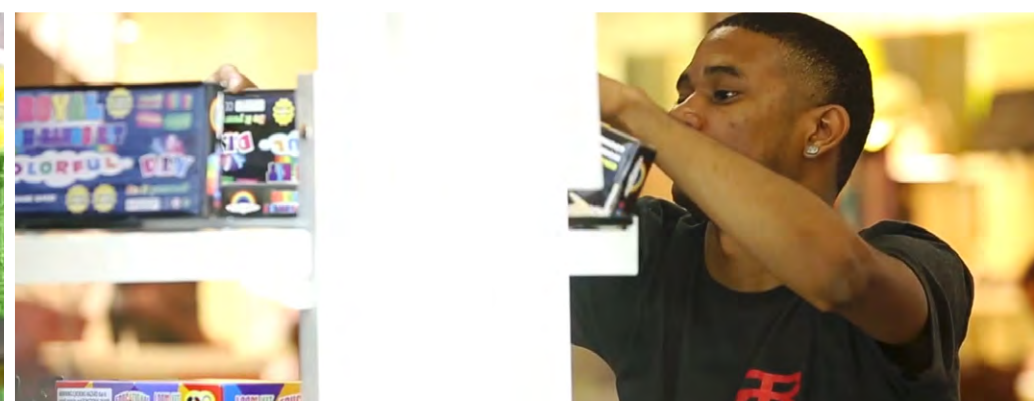
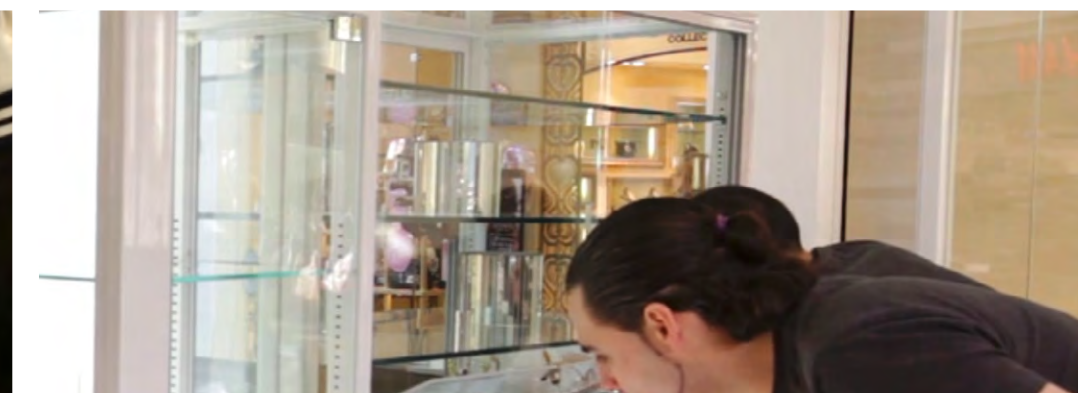
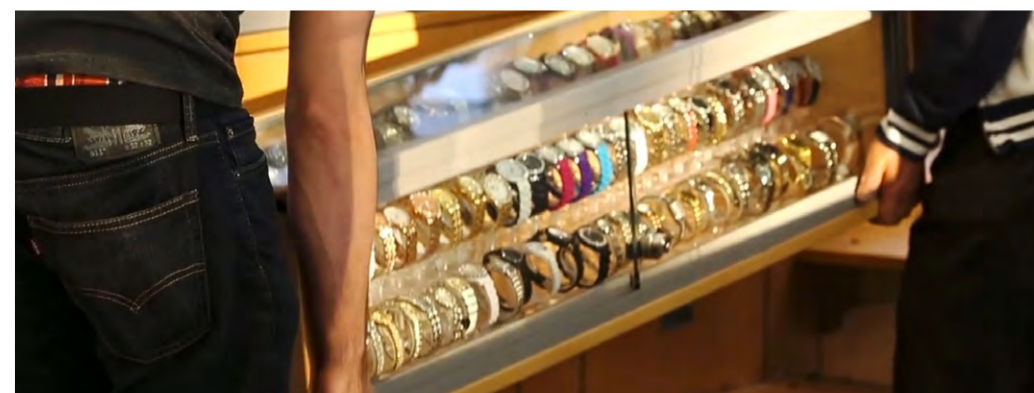


RMU

Installation



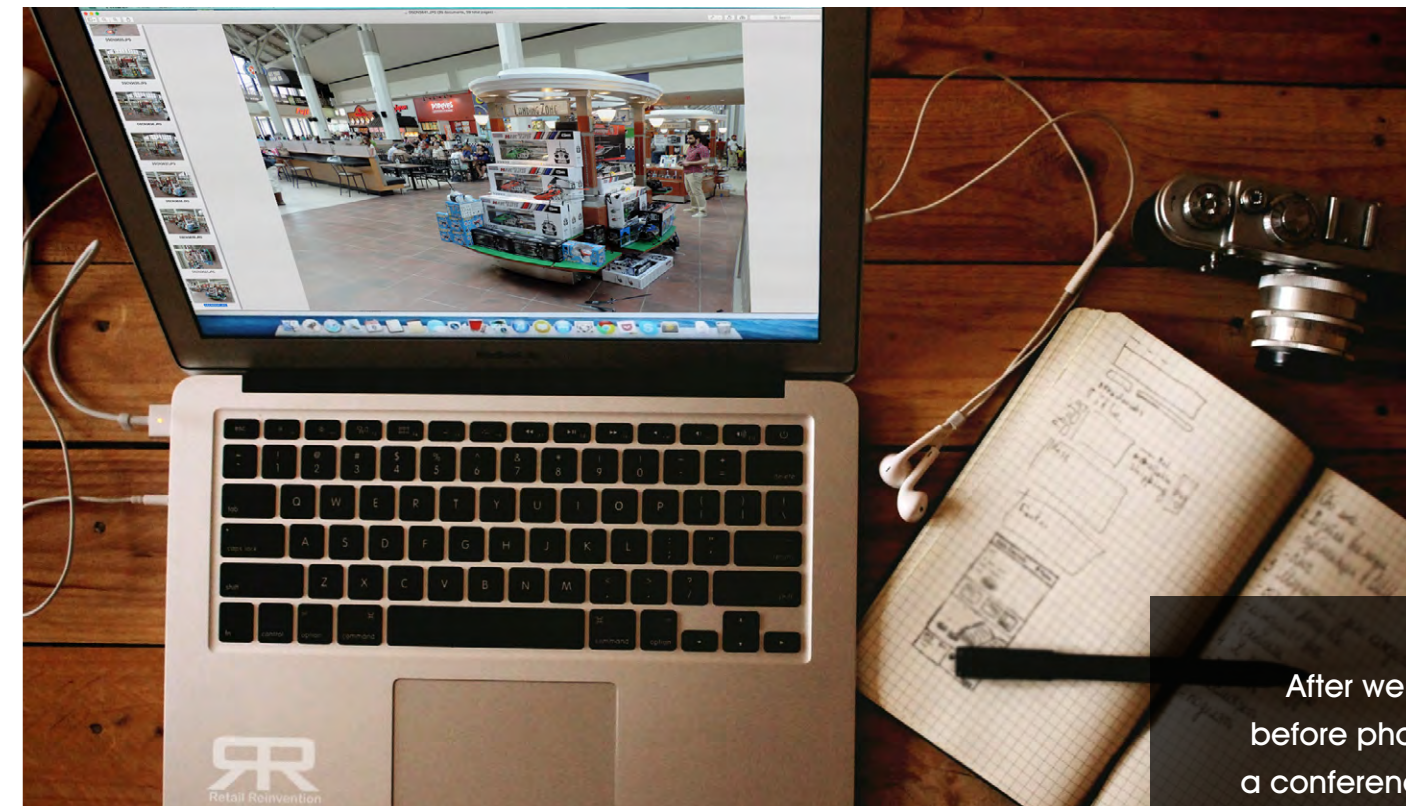


1 Before Photos / Use Log



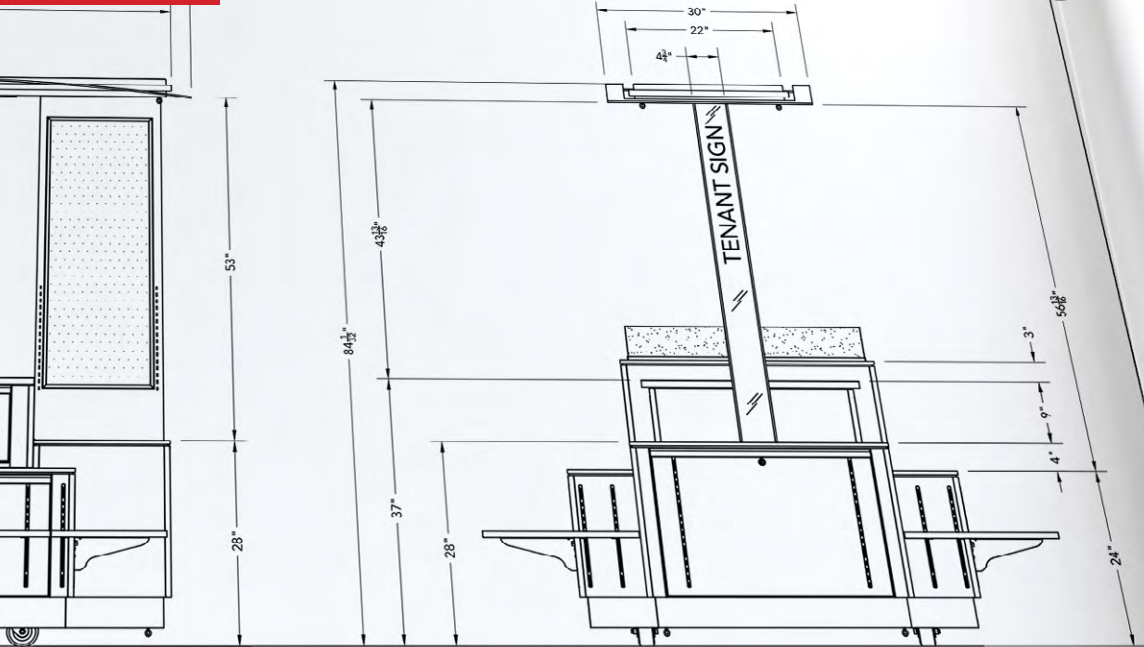
Property must send Retail Reinvention "before" photos (all 4 angles) and retailer use log along with the VM Information Form that RR will provide.

Conference Call / Visit 2



After we receive the before photos, we set-up a conference call with the mall property and retailers to determine each tenant's business and design needs. This will allow RR to design a tentative visual plan for each retailer. Although this process works and is suffice, we suggest an on-site visit.

3 Visual Plan / Renderings



ELEV. 4 ELEVATION-STORAGE END
SCALE: 3/4"=1'-0"

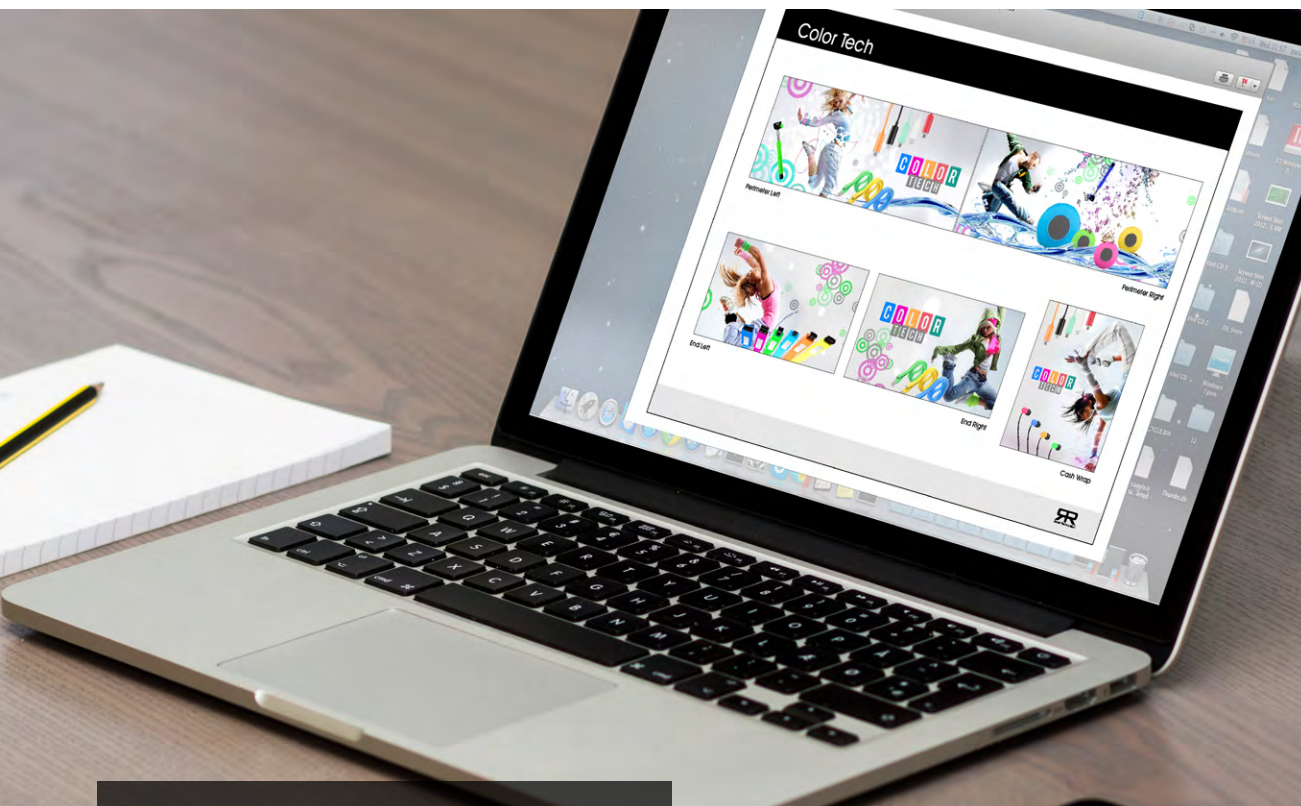
Once a tentative visual plan has been set, we collaborate with the RMU / Kiosk manufacturer to design and coordinate fixture details, along with renderings that the manufacturer will submit to present to each tenant. Final design renderings / photos will be provided after agreement of all fixtures.

Graphic Design / Branding 4



Tenants who require graphics must send graphic images in high resolution and/or website links for RR to provide graphic design services. RR will send a graphic image request form to mall management to distribute to each tenant with specific instructions on how to send graphic images.

5 Graphic Design Approval



Tentative graphic designs are sent to each retailer for approval. If graphics are not approved within given deadline, RR will produce custom design graphics.



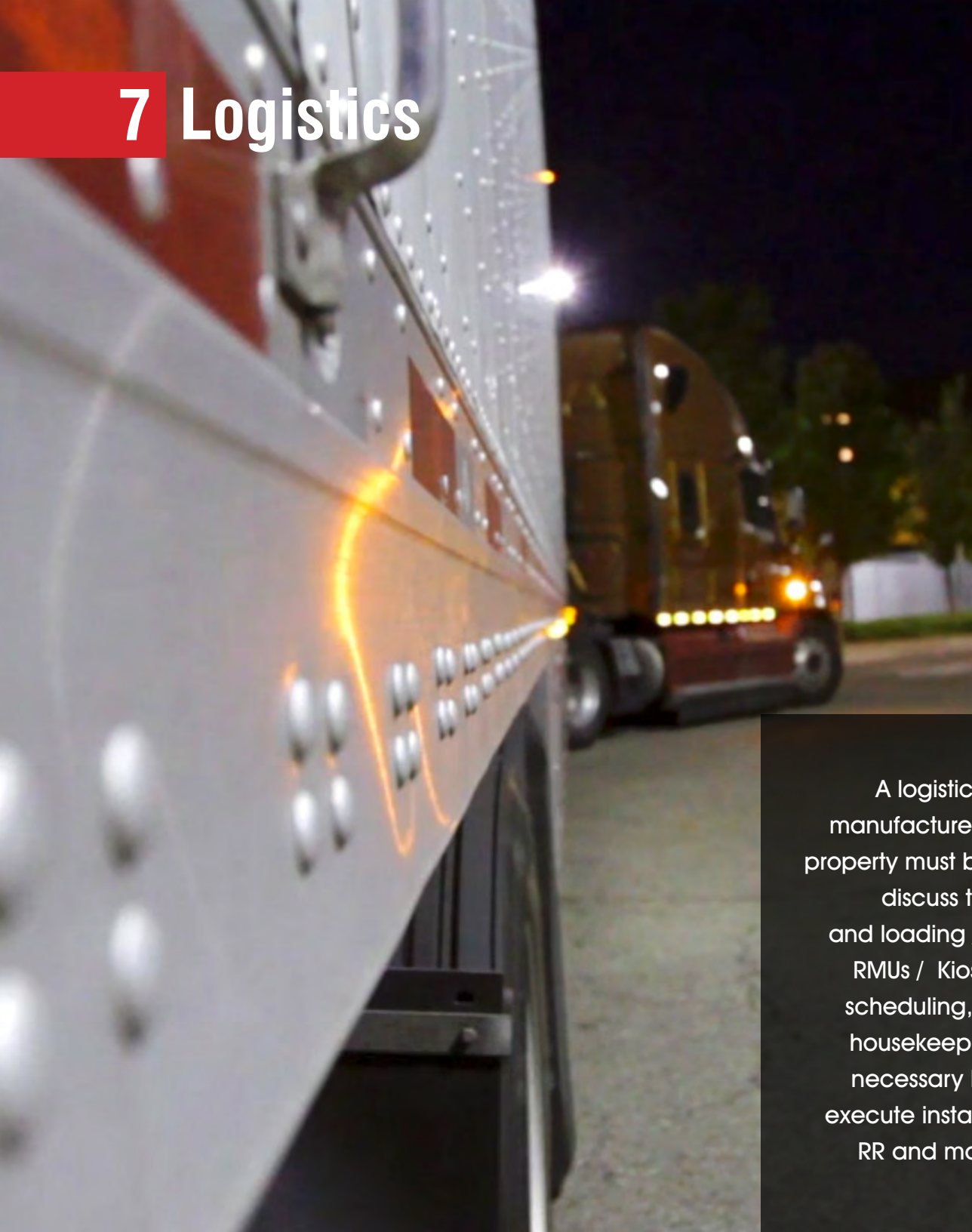
Ancillary Fixtures 6



RR will create a PowerPoint file of ancillary fixtures to present to property and tenant. Ancillary fixtures are used with core fixtures to enhance and highlight each individual's products.



7 Logistics

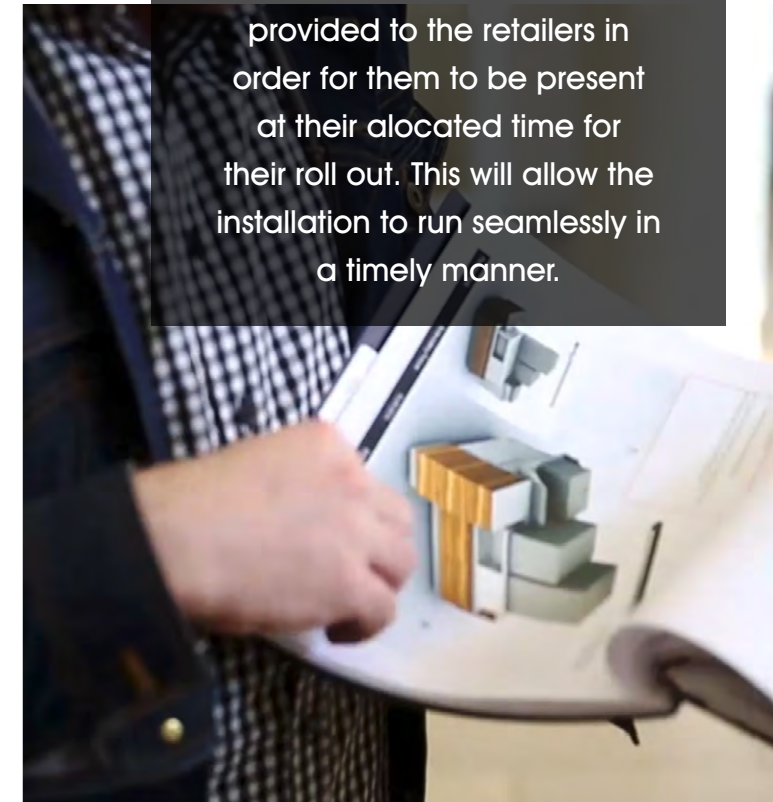


A logistics call with manufacturer and the mall property must be conducted to discuss the arrival and loading / unloading of RMUs / Kiosks, staging, scheduling, man power, housekeeping and any necessary hardware to execute installation for both RR and manufacturer.

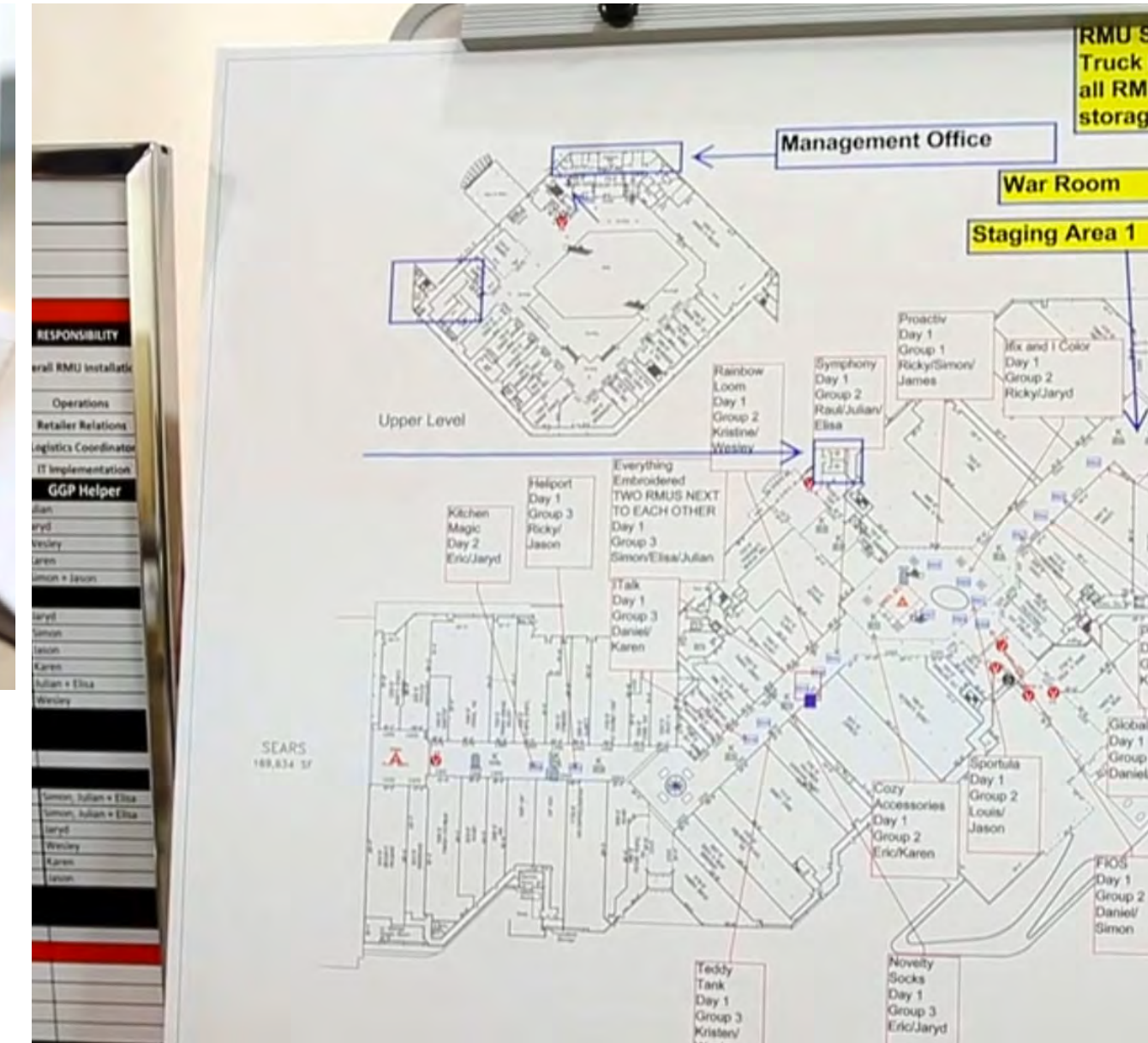


An updated lease plan with RMU / Kiosk space locations will be submitted by the property and allow RR to compose a schedule for installation, with approval of the property.

The schedule should be provided to the retailers in order for them to be present at their allocated time for their roll out. This will allow the installation to run seamlessly in a timely manner.



Lease Plan & Scheduling 8



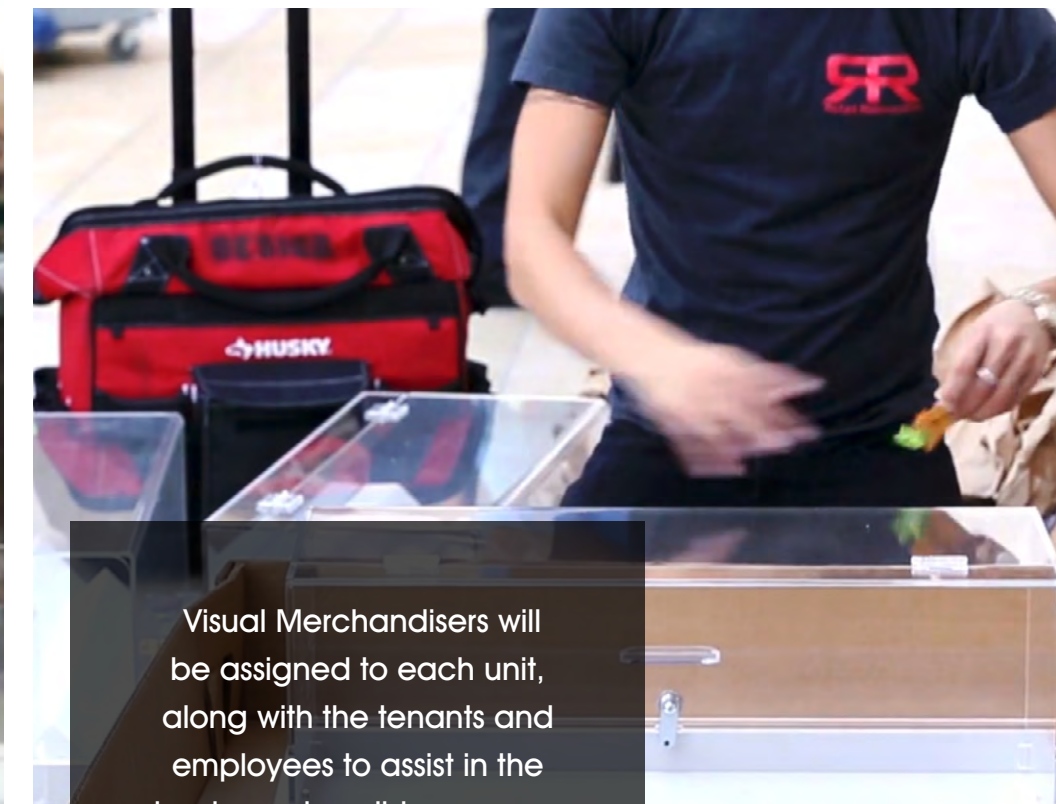
9 Installation (Set-Up)



The RMU manufacturer assembles the units and core fixtures at the staging area. Once the units are rolled out to the leased space, operations and VM crew will collaborate to ensure the units are installed properly. Maintenance will handle wire management, while housekeeping ensures the units are clean. The property laborers will assist with adjustments of shelving and fixtures in accordance to the lead VM's visual plan.

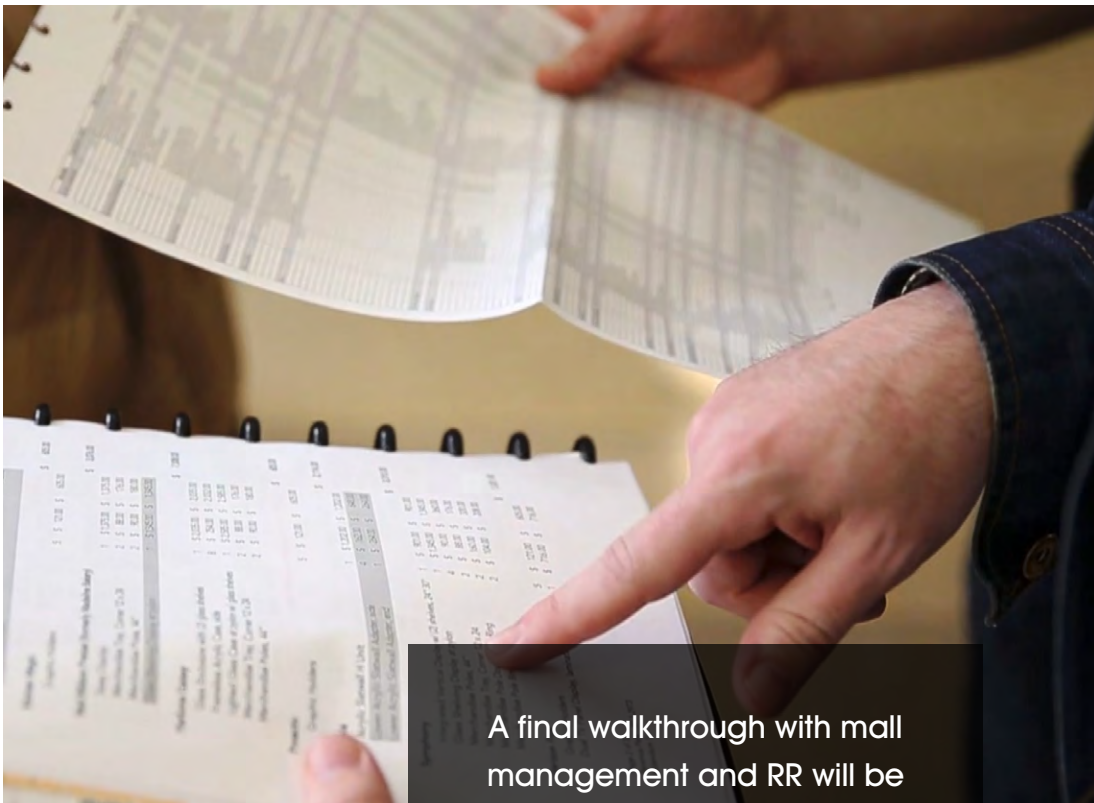


Merchandising 10

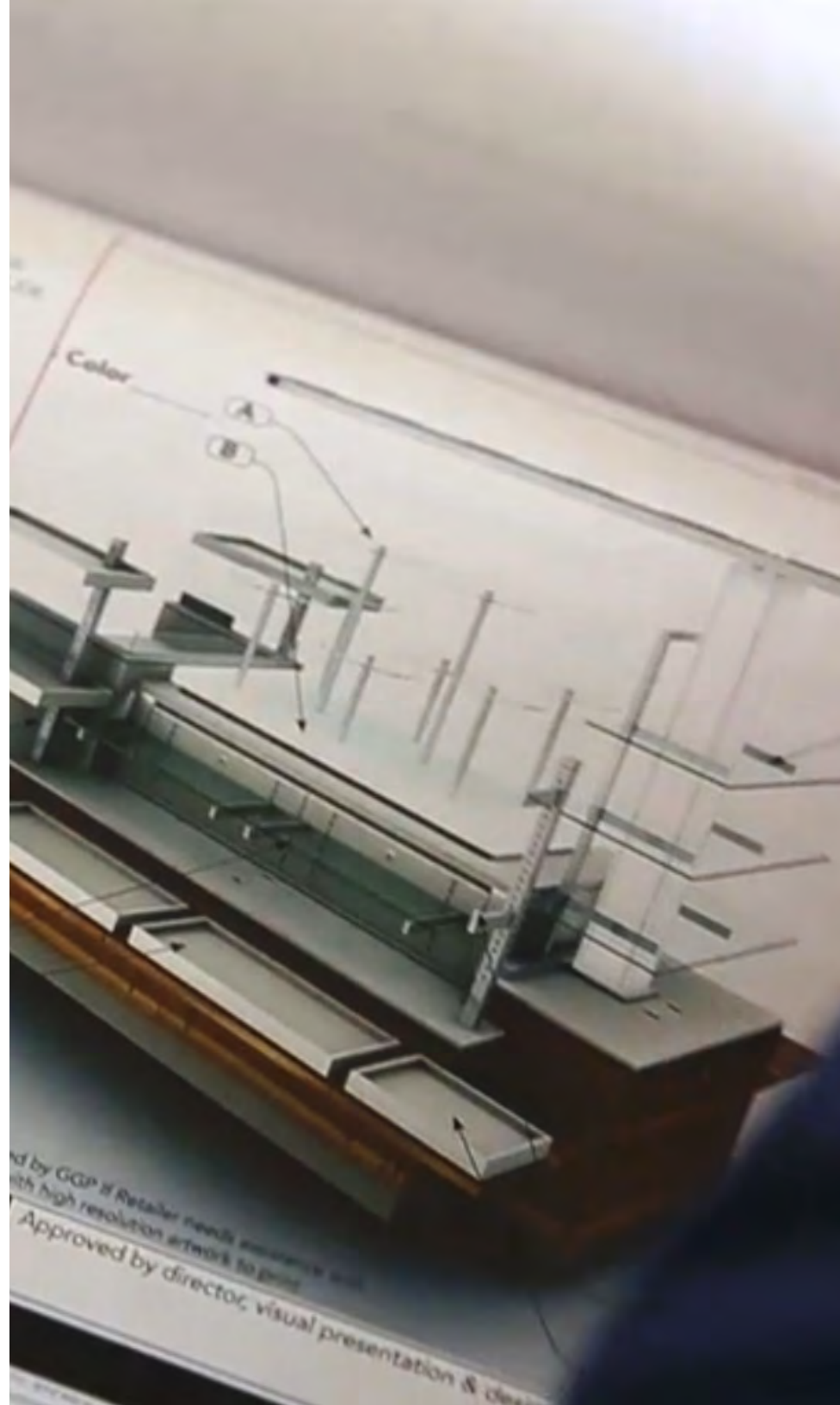


Visual Merchandisers will be assigned to each unit, along with the tenants and employees to assist in the visual merchandising process. RR will also educate, guide and consult the purpose of visual merchandising and the importance of maintaining the visual standards and upkeep of their RMU / Kiosk after installation.

11 Walkthrough / Inventory



A final walkthrough with mall management and RR will be conducted after installation. An inventory list will be created by the manufacturer for core fixtures; RR will also create an inventory list of ancillary fixtures to be sent to the mall post installation for their reference.



After Photos / Post Installation 12



After final walkthrough the visual merchandisers will photograph all RMUs / Kiosks ("after" photos). Post installation RR will provide a "Before & After" book as a reference to both property and retailers. RR will also provide a "Visual Merchandising Guidelines & Criteria" book and will assist in any post installation issues or visual merchandising guidance for new retailers 30 days after installation.

SUGGESTED / AVERAGE TIME LINE

BEFORE PHOTOS
/ USE LOG



16 WEEKS
BEFORE
INSTALLATION

1

VISUAL PLAN /
RENDERINGS



12 WEEKS
BEFORE
INSTALLATION

3

GRAPHIC DESIGN
APPROVAL



8 WEEKS
BEFORE
INSTALLATION

5

LOGISTICS



5 WEEKS
BEFORE
INSTALLATION

7

INSTALLATION (SET-UP)



1 DAY
PRIOR TO
INSTALLATION

9

WALKTHROUGH /
INVENTORY



LAST DAY
OF
INSTALLATION

11

14 WEEKS
BEFORE
INSTALLATION



CONFERENCE CALL / VISIT

10 WEEKS
BEFORE
INSTALLATION



GRAPHIC DESIGN /
BRANDING

6 WEEKS
BEFORE
INSTALLATION



ANCILLARY
FIXTURES

4 WEEKS
BEFORE
INSTALLATION



LEASE PLAN & SCHEDULING

DAY
OF INSTALLATION



MERCHANDISING

POST
INSTALLATION



AFTER PHOTOS
/ POST INSTALLATION

2

4

6

8

10

12

Fitch

KAY
JEWELERS

COACH

MAKE
THE CHOICE
PICK UP
PROACTIV
HERE TODAY

CELL PHONE REPAIR
CASH FOR PHONES!



RMU
Installation



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