

Visual
Merchandising Exhibits
Design
Refresh
Kiosk
Installation
Pop-Up Shops
Decor
Fixtures
Retail
RMU
Trade Shows
Display
Mall
Retail



For nearly a decade, **Retail Reinvention (RR)** has provided Visual Merchandising & Display Solutions to clients, becoming a leader in the merchandising services industry. We offer a broad array of retail services, which include In-Line stores, RMUs (Retail Merchandising Units), Kiosks, Pop-Up Retail Shops & Holiday Decor/Market for various product categories and multiple retail channels across the United States and the Caribbean Islands.

RR provides fast, effective and efficient merchandising solutions to create brand awareness and customer retention through our customized Visual Merchandising services. Subsequently, our services provide a positive impact on in-line stores and common areas throughout the retail property, which also attracts consumers, promotes higher traffic and increases in sales.

Our staff and merchandising professionals provide exceptional service and dedicate themselves to the knowledge of various products with the most effective ways to showcase them in any retail space. Your Visual Merchandising program will be expertly executed to ensure all details are completed to your satisfaction.

We have collaborated with several companies in the retail industry such as:



...and many more!

We look forward to hearing from you soon!

Thank you!

Louis Moran

Managing Director / Retail Reinvention



Experience at Scale

Retail Reinvention (RR) has created relationships with clients to **improve sales, brand awareness** and customer retention through our customized **Visual Merchandising services**. We create and design a program that is tailored to your specifications.

One Stop Shop

Retail Reinvention, a full-service **Visual Merchandising** company, provides a broad array of in-store retail services including **RMUs (Retail Merchandising Units), Kiosks, In-Line Stores, Pop-Up Shops, Exhibits and Holiday Decor** for various products / categories and in multiple retail channels across all **50 States in the US** and the **Caribbean Islands**.

Advanced Skills

Our experienced **Visual & Retail Merchandisers** are skilled, professional employees who dedicate themselves to the **knowledge** of **various products** with the most **effective ways** to showcase them for maximum sale profits.

VM Installation

Visual Merchandising & Design with New Units

Before Photos (Pre-Installation) / Tenant Use Clause

Photos and **tenants use clause** are Requested by **Retail Reinvention 16 Weeks** prior to installation (photos are to be taken from all 4 angles). Tenants are required to **fill out the RR VM Form** that will be provided.

Conference Call / Property Visit

Conference calls between **Property Management** and **retailers** are set-up to determine business and design needs for individual tenants. This will allow **RR** to design a tentative **Visual Plan**. (An On-site property Visit is highly Suggested!)

Visual Plan / Renderings

Once a tentative **Visual Plan** has been established, **RR** will collaborate with RMU/KIOSK manufacturers to design and coordinate display details. **Final design renderings / photos** will be provided to tenants after agreement of all fixtures.

Graphic Design / Branding

Tenants who require **graphics** must submit images in high resolution and/or website links to **RR** for Design. We will provide a **Request Form** to the property management for tenant distribution with detailed instructions on how to send graphic images.

Graphic Design Approval

Tentative **Graphics Designs** are created and sent to each retailer for approval. **RR** will produce and print custom design if approval is not met by the given deadline.

Ancillary Fixtures

RR creates a **Powerpoint** presentation of ancillary fixtures to present to property and tenants. **Ancillary fixtures** are used with core fixtures to enhance and highlight each individual's products.

Logistics

A logistics call with the **manufacturer** and the **property** must be conducted to discuss the **arrival** and the **loading/unloading** of the RMU's, staging, scheduling, man power, housekeeping and any necessary hardware to **execute** the installation.

Lease Plan & Scheduling

An updated **Lease Plan** with RMU space locations will be submitted by the property and allow **RR** to compose a schedule for the installation. The **schedule** should be provided to the retailers in order for them to be present at their allocated time. This will allow the installation to run seamlessly and in a timely manner.



Before



After

The manufacturer assembles the RMU's and Core Fixtures at the designated staging area. Once the units are built and rolled out to the leased space, operations and **Visual Merchandising** crew will collaborate to ensure the units are installed properly.

Maintenance will handle all wire management, while housekeeping **ensure** the units are clean. Property laborers assist with adjustments of fixtures or shelving in accordance to the Visual Plan.

A **Visual Merchandising** expert will be assigned to each RMU, along with the tenant and employees to assist in the installation process. **RR** will also educate, guide and consult the purpose of Visual Merchandising standards, and the **importance** of upkeep and maintaining the RMU post-installation.

A **final walkthrough** with property management and **RR** will be conducted after the installation is complete. An inventory list will be created by the **manufacturer** for **core fixtures**; **RR** also provides a detailed inventory of **ancillary fixtures**, which is provided to the property post-installation for their reference.

After the final walkthrough, the **RR** Visual Merchandising team will photograph all RMU's ("**After**" **photos**). Post installation, **RR** will provide a "**Before and After**" **book** along with **Visual Merchandising Guidelines** and **Criteria Book** as a reference to both property and retailers.

Installation (Set-Up)

Merchandising

Walkthrough / Inventory

After Photos / Post Installation

VM Refresh Process

Visual Merchandising & Design with Existing Units

Initial Meeting

Retail Reinvention requests photos of each **RMU / Kiosk** that will be refreshed. (A visit to the property is highly recommended!)

Review

RR suggests/recommends **ancillary fixtures** and **signage** needed for the refresh. (**Retail Reinvention** provides all **fixtures** and **Graphic Designs**)

Pre-Refresh

A **detailed PowerPoint / PDF file** of all suggested **fixtures** and a preliminary proposal with **costs** are provided for all tenants.

Refresh

RR re-merchandises all units along with training all retailers and property managers / operators on the upkeep of merchandise/products and the overall **RMU / Kiosk**.

Post-Refresh

Once project is completed, **RR** takes photos of all refreshed **RMUs / Kiosks** and provides a **Before & After Book**. This process allows us to give a visual record to the mall staff while maintaining the retailers displays and merchandise.



Before



After

VM In A Box

Visual Merchandising in a DIY cost-effective way



Steps to order a VM in A Box component

1. Retailer fills out Visual Merchandising Information Form.
2. Initialize a call with the retailer and property to review fixtures.
3. In approximately 48-72 hours, we will submit fixture package options and rendering or photos when necessary.
4. Retail Reinvention can also design graphics and create branding. We can work with branded images or we can custom create a personal design.
5. Once approved the retail will submit payment to mall management and we will proceed to order fixtures to be shipped to the property.

Cost-effective

Retail Reinvention offers a cost-effective **VM In A Box** component to clients and retailers that are outside of our local properties. We work with the most popular products and create **standard core** and **ancillary fixtures** (with **Graphics Designs** if needed) delivered to the properties. This package also includes step-by-step instructions, allowing the fixtures to be constructed with ease, along with photos of the finished display. We encourage retailers to reach out to us via email during this set-up process so we can assist with showcasing their product to maximum potential.

New Concept

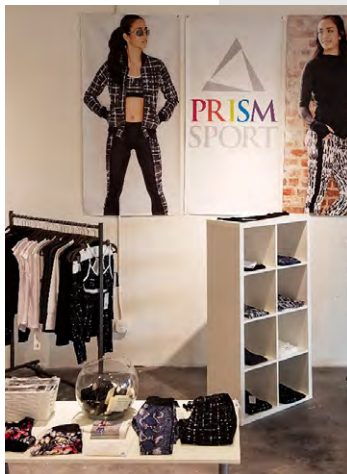
This is a very **new concept** that is being introduced into the industry. Over the past few years, we have successfully perfected these fixture packages to be user-friendly and affordable. To make things even easier, we have uploaded the complete **Retail Reinvention Fixture Catalogue** and the related order form, with showcase sample options where retailers can order directly from the website.

All in One

Typically, we require 2 weeks lead time for all **VM In A Box** orders, prior to start date, but would prefer 4 weeks for ample time to design and deliver. We understand some retailers will have special circumstances and time constraints. We will do our best to work each them on a case-by-case basis, including the cost of fixtures, printing and shipping.

Consumer Attraction

Pop-up Shops are temporary spaces at a designated venue. Their purpose is to attract the consumer long enough with something exclusive, surprising and exciting products. Further more, the brand gets exposure to create an impact and communicate something specific to a large audience for a limited time.



Pop-Up Shops



Merchandising & Design

Retail window design is a wonderful opportunity for inline stores and national brands to be **reinvented!** The craft and style we have perfected for window displays are transformed according to the **retailer's brand image.** Draw attention to your business with eye-catching, clever concepts!

Retail Window Design



Inline Stores

Maximum Potential

Retail store design is a branch of marketing and considered part of the overall brand of the store, providing design factors into window displays, furnishings, lighting, flooring, music and store layout to create a brand or specific appeal. From boutique styles, apparel, eateries and more, we create a fresh, new look that is appealing to the consumer and showcases the store's product to **maximum potential**.



Holiday Decor

Seasonal Retail

Retail Reinvention provides services in Holiday decór, arrangements and design for any occasion (Christmas, St. Patrick's, Easter, Valentine's Day, Halloween & Seasonal), along with digital services, graphics & special effects to create **memorable experiences** for all ages.



Transform Your Space

Exhibit / Trade shows give us an opportunity to design and transform your space and draw prospective clients into your booth at first glance while showcasing your **brand values** and **functionality** of your product, which will entice them to engage or find out more information.

Exhibit / Trade Shows



Improve Sales

Retail Reinvention has created relationships with clients to improve sales, brand awareness and customer retention through our customized **Visual Merchandising** services. We design a program that is tailored to your specifications & needs.

Experience at Scale



Creative / Artistic



No more empty spaces

Empty Walls and Barricades need some love too. We can spruce up any empty wall or barricade in any area of your retail Center.

Retail Reinvention can provide an array of creative ideas, graphics and designs for your empty space.



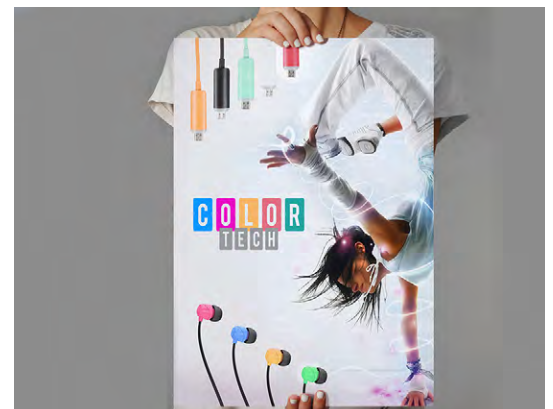
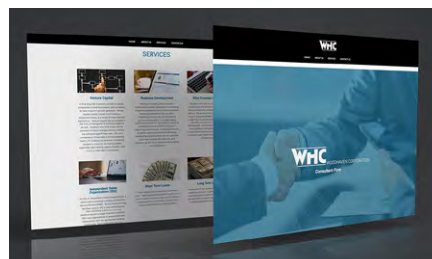
Graphic Design & Branding Services

Be Creative

At **Retail Reinvention** we know successful retail starts with resonating visual display, while understanding all the other factors that impact merchandising. We navigate the worlds of branding, graphic presentation, media, website design, social media and the exciting development of cause and soft marketing. We develop **creative ideas** for building **powerful brands!**

Branding
Graphic Design
Presentation
Advertising

Photo Editing
Web Design Services
3D Rendering
Video Editing



To access our portfolio with a full gallery of projects to date visit:

www.RetailReinvention.com

Contact us at:

Info@RetailReinvention.com

or call

646.670.0980

to discuss services & fees.

We look forward to hear from you!



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