



Approach:

The Girvin team, in partnership with Callison architecture, was commissioned to create four retail conceptions, for distribution throughout Korea. GS | 25 was their most widespread model, with well over 1500 stores in the Korean market.

| Environment



Print |



Result:

Girvin allied strategy, new merchandising, visualizations, positioned the Fun Fresh Friendly signature and developed all amenities from uniforms and packaging to shopfront skins and interiors for holistic brand expression -- in both Korea and English language standards of design.



GS MART

Identity |

Approach:

The Girvin team, in partnership with Callison architecture, was commissioned to create four retail conceptions, for distribution throughout Korea. There are a series of locations for GS | Mart, which is the GS hyper store model, competing with EMART and Lotte, in the Korean Market.



Environment |



| Print



Result:

Girvin created a design and strategic offering based on the concept of the use of lively handwritten signatures for all of the retail concepts, tying them together stylistically as part of the GS brand group, but more importantly distinguishing them in the market. Website, uniforms, signing and vehicle standards were all part of the mix of brand expression.



GS Supermarket

Identity | 슈퍼마켓

Approach:

The Girvin team, in support of Callison's initiatives with retail design for GS | Retail, an offshoot of LG | Korea, was asked to consult in creating four separate retail identity design programs for this newly formed entity.

Result:

Girvin created a strategically focused design solution, in both Korean and English, for completed integrated interiors, signing and merchandising standards, price ticketing, signature and imagery use and other applications for both internal and external expressions of the brand promise: fun, fresh, friendly -- a positioning that Girvin aided in creating.



| Strategy |



| Print |



| Environment |

GS SQUARE

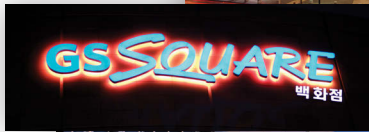
Identity |

Approach:

The Girvin team, in support of Callison's initiatives with retail design for GS | Retail, an offshoot of LG | Korea, was asked to consult in creating four separate retail identity design programs for this newly formed entity.



Environment |



Result:

The Square is a vision of retail layering in a shopping center environment that is currently based on a single installation; there are more planned. Girvin designed amenities visuals, packaging, websites, interior signing and other visualizations of holistic brand expression.



Print |

