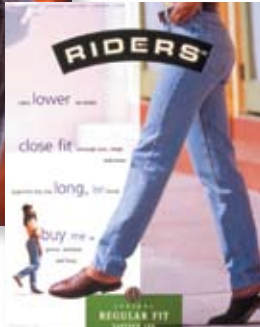




Identity |



Print |



Interactive |



Environment |

**Approach:**

The VF Corporation sells denim jeans under three brand names: Lee, their premium brand, Riders, the mid-priced brand and Wranglers, the value brand. From in-store research testing, it was clear that the single most confusing aspect of the shopping experience was the consumer's search for the size and fit they wanted. Riders' advertising has always promised "the perfect fit," but the in-store experience made this extremely challenging.



Identity |



Packaging |



**Result:**

GIRVIN was hired to find a better solution for VF's best retailers. GIRVIN participated in a store review that resulted in a merchandising and labeling program for the Riders brand. The program included a "perfect fit" interactive kiosk, a series of videos to tell the Riders story, large in-store graphic panels, hang tags with fit/style iconography, merchandising systems and displays as well as a new line of "Flasher" tags.

*"I take my hat off to you and the professional team at GIRVIN. Now into our third year of working with GIRVIN, the team has provided packaging, point-of-purchase, tremendous video, and in store design. We have been extremely pleased with all of the design elements and superior customer service."*

Jenni Grisso, Communications Director, Riders Apparel