

Store Design for a German  
Undergarment Specialist



SCHIESSER



# Designing a Distinctive Retail Environment for Underwear Sales

Upon expanding its footprint in Asia, leading modern underwear retailer Schiesser needed to design stores that would express its leadership positions abroad and stand out amid the competing demands of the marketplace.

## Business Strategy

## Brand Strategy

Brand DNA  
Brand Differentiation  
Creative Theme

## Design and Touchpoints

Props Design  
Lighting Design  
Renderings  
Retail Environment

## Digital & Social Media

# Schiesser Branded Environment

## Specialty Store Design for a Leading Undergarment Retailer



Base Creative helped Schiesser to design and position its specialty retail outlets, which are aimed at young, image-conscious consumers. Also informed by the brand's products, we placed an emphasis on providing airy, breathable spaces rather than the suffocating storefronts that are commonly found in Asia.

**Scope of Work** Business Strategy

**Brand Strategy**  
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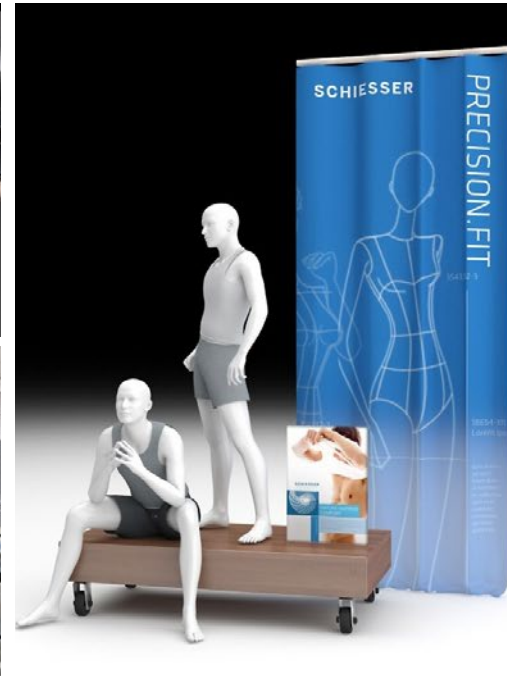
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# Schiesser Branded Environment

## Store Design for a German Undergarment Specialist



The end-result is a unique and refreshing store experience that differentiates Schiesser from similar yet more traditional retailers.

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