



Approach:

As the premier department store in Osaka, Japan, Sogo stood as a retail icon and a cultural identifier for the area. After a 75+ year history, Sogo executives felt it was time to renovate this grand location that had become the centerpiece of a luxury retail center. GIRVIN worked with partners, Callison Architecture, who brought their interior retail brand design expertise to the project.

Environment |



Result:

We provided environmental graphics for this renovated flagship, consisting of wayfinding, interior and exterior signage. Our designs linked seamlessly with the new architectural concept providing a fluid consumer experience from the outside throughout the entire store.



Alexis Hotel strategy and repositioning with visualizations and marketing materials. Kimpton Hotels, San Francisco.

