



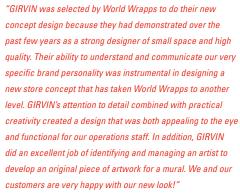
Approach:

World Wrapps had experienced tremendous growth since its inception, appealing to a primarily young and hip audience. They hired GIRVIN to assist them in capturing a broader target audience. We created a more upscale and comfortable eating establishment, without losing their energy and sense of adventure. GIRVIN designed a larger eating area using colorful tables, chairs and booths. We deepened the color palette, lowered the lights, introduced more elegant materials and commissioned an artist to create a sophisticated, yet playful wall mural.

Result:

World Wrapps experienced a 30% increase in sales following the re-design. GIRVIN's ability to understand and communicate their specific brand personality was instrumental in designing a new store concept that has taken World Wrapps to another level.





David Barrows | CEO | World Wrapps