

Environment |

**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.



| Print

"GIRVIN was selected by World Wrapps to do their new concept design because they had demonstrated over the past few years as a strong designer of small space and high quality. Their ability to understand and communicate our very specific brand personality was instrumental in designing a new store concept that has taken World Wrapps to another level. GIRVIN's attention to detail combined with practical creativity created a design that was both appealing to the eye and functional for our operations staff. In addition, GIRVIN did an excellent job of identifying and managing an artist to develop an original piece of artwork for a mural. We and our customers are very happy with our new look!"

David Barrows | CEO | World Wrapps

