

L U X U R Y &  
B E A U T Y  
E X P E R I E N C E  
D E S I G N

TIM GIRVIN | DAWN CLARK

# E N V I R O N M E N T O F B E A U T Y

TIM GIRVIN + DAWN CLARK, LEAD COMPREHENSIVE TEAMS IN THE DEVELOPMENT OF COMPLEX RETAIL STRATEGY, BRAND VISUALIZATIONS AND ENVIRONMENTS WITH LEADING GLOBAL BRANDS WORLDWIDE – ORIGINATING IN DESIGN WORK FOR THE NORDSTROM FAMILY – TO WORKING INTERNATIONALLY WITH CLIENTS RANGING FROM MILLENNIUM RETAILING, (SOGO | SEIBU), NOW PART OF THE LARGEST RETAIL ORGANIZATION IN THE WORLD, TO HARVEY NICHOLS AND THEIR BRAND EXPANSIONS BEYOND THE UK. DAWN HAS ACTED AS KEY STRATEGIST AND PROJECT LEADER IN THE DEEPENING AND EXPANSION OF BRAND EXPERIENCE IN ARCHITECTURE AND INTERIOR DESIGN IN BEAUTY ENVIRONMENTS. FOR HARRODS, SEIBU, POUT, SAKS AND HARVEY NICHOLS AS WELL AS TRISH MCEVOY. HER WORK LEAPS CONTINENTS OF EXPERIENCE, FANTASTIC RANGES OF CULTURES AND DIVERSIFIED CLIENTELE. TIM GIRVIN'S DESIGN EXPERTISE IS FOUNDED ON DECADES OF INTERNATIONAL DESIGN PRACTICE: AS A RETAIL BRAND STRATEGIST FOR YVES SAINT LAURENT | GUCCI GROUP; A PACKAGING CONSULTANT FOR LAUDER, PRODUCT CREATION FOR SHISEIDO, BOTANIK A NEW BRANDS DEVELOPMENT, NUSKIN ASIAN BRAND TACTICS, INNOVATION WORKSHOPS AND BRAND DESIGN FOR P&G, J&J, NATUROMEDICA AND INSPA. HIS WORK CONSISTENTLY FOCUSES ON EMOTION, HEART FULLNESS + BRAND SPACE, IDENTITY AND HUMANITY, EXPERIENCE AND HOLISTIC INTEGRATION.

TIM GIRVIN | DAWN CLARK

# S E R V I C E S

Enterprise Strategy | BrandQuest®

Story | Message Development | Naming

Research Analysis

Marketing and Positioning | Identity

Identity | Product Development | Planning

Development of Brand Imagery

Retail graphics, Wayfinding or Visuals

Environmental and Merchandising Imagery

Packaging

Benchmarking and Guest Profiling

Retail Brand Strategy

Merchandise Planning

Market Review

Architectural Design

Interior Design

Fixture, Furniture & Material Design

Visual Merchandising

Evaluation and Concept Evolution

S E L E C T P O R T F O L I O



S O G O



SOGO Department Store | Osaka relaunch,  
strategy, story development and entry programs,  
patterning and signing design with Callison | Architecture,

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S E I B U





Seibu department store | Jakarta new launch, patterning design language, interior applications, signing programs and exterior expressions with Callison | Architecture.





Partnering with Callison Architecture | Retail Design, GIRVIN looked at extending the patterning language developed for one store and story concept, and applying it to another. Millennium Retailing | Jakarta, Indonesia.



H A R R O D S   W H I T E   C O S M E T I C S   H A L L



Harrods of London | White Cosmetics Hall  
Merchandise Planning, Interior Architecture, Lighting,  
Fixture Design, Beauty Brand Coordination  
Dawn Clark at Callison | Architecture



S A K S F I F T H A V E N U E

Saks Beauty Hall, Phipps Plaza in Atlanta, Georgia  
Dawn Clark at Callison | Architecture

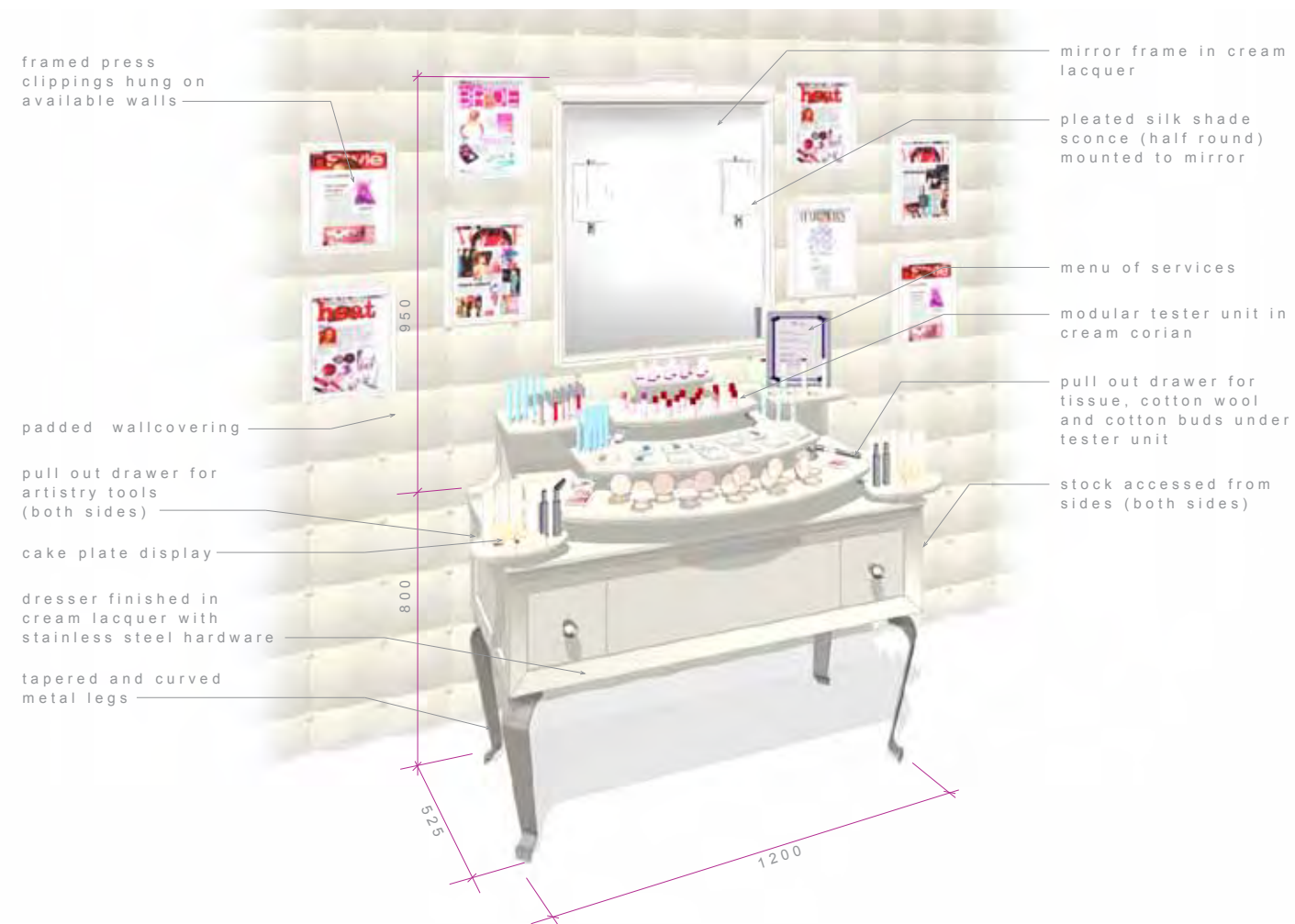


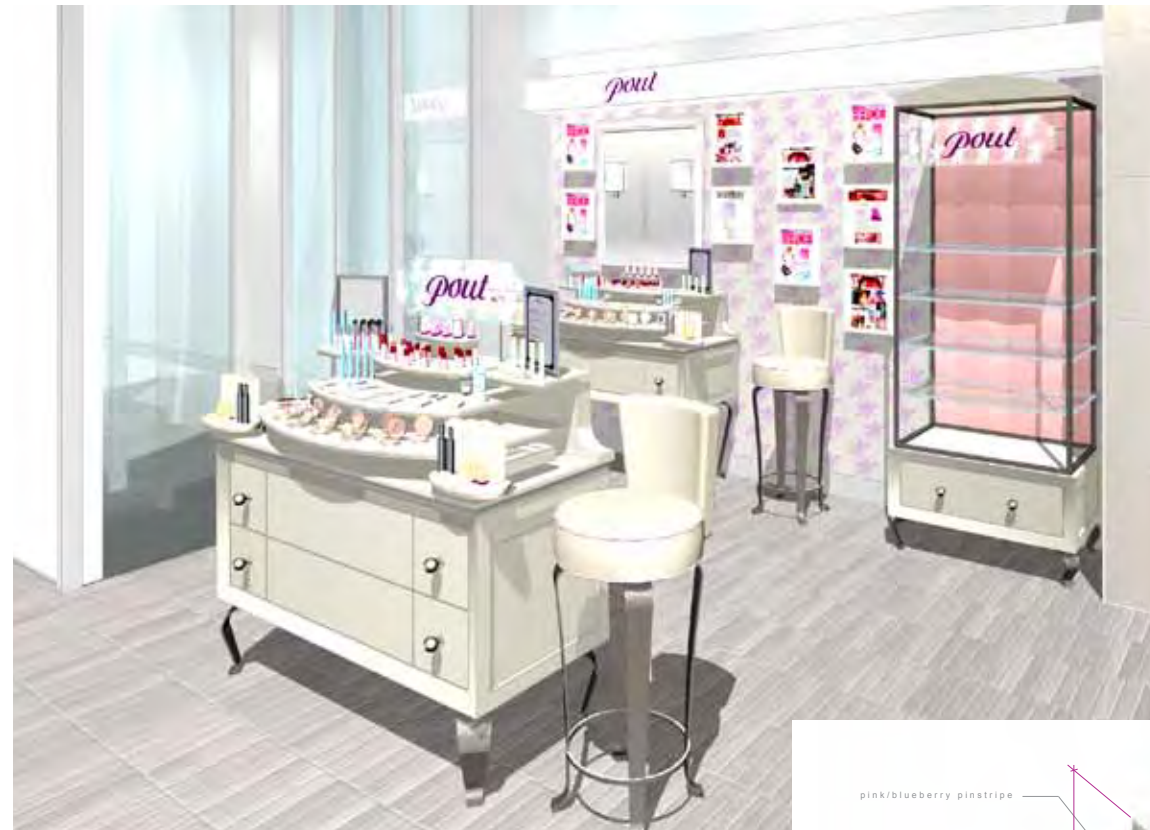






Pout Cosmetics, UK brand prototype concept development for entry into the US and global installations, multiple locations – Australia, Ireland, UK, US  
Dawn Clark, Callison | Architecture







T R I S H M c E V O Y



Trish McEvoy cosmetics original and updated.  
Shop concepts multiple locations are found worldwide.  
Dawn Clark, Callison | Architecture

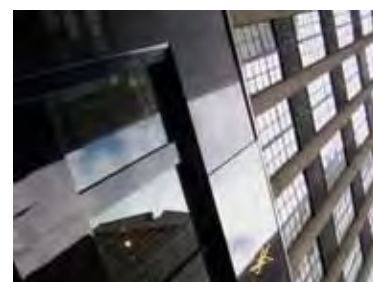


YVES SAINT LAURENT



WE BELIEVE IN THE YSL STORY. THE HERITAGE OF PARISIEN COUTURE.  
THE FOUNDING LEADERSHIP OF YVES SAINT LAURENT AND THE NEW GENIUS OF STEFANO  
PILATI. THERE IS A NEW STORY THAT IS EMERGING. WE WOULD LIKE TO TELL THIS  
STORY, AND WHAT THIS MEANS TO THE HEART OF YSL.

BEGINNING WITH THE RENOVATIONS OF THE NYC 57TH STREET STORE,  
WE EXAMINED THE NATURE OF THIS STORY.





Tim Girvin and Dawn Clark partnered with the leadership team at Yves Saint Laurent | NYC to explore strategic evolutions for the store design language on 57th | 5th, as well as expanding the thinking to other locations in the US.

BALANCE



"ALIGN HIS WORK  
WITH THE BASTIN OF ELEGANCE."



INTIMATE AND THEATRICAL ADVENTURE



"SHE COMES FROM  
THE FRENCH IMAGINATION."



HARMONY



*Yves Saint Laurent*  
"DRESSING IS A WAY OF LIFE. IT BRINGS YOU JOY."

*ideas & inspirations*  
"I AM A FIGHTER & A WINNER"



The Brand Quest® work for the team involved review and directional overviews from Valerie Hermann, CEO of YSL | Global, merchandising and store design teams, visualization and North American leadership. Strategic overviews made the leap to storytelling, merchandising.



Heritage Regained: Store by Stefano Pilati



S H I B U Y A S E I B U



Seibu Shibuya, Shoe Boutique and Accessories, Tokyo  
Dawn Clark, Callison | Architecture





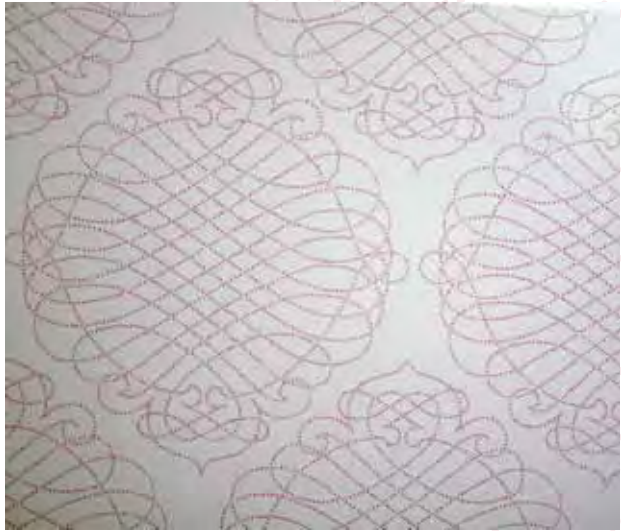
INSPA

GIRVIN’s strategy focused on making everyone feel like an insider. From the easy, descriptive name to the streamlined displays and packaging, the entire retail environment is crisp. Splashes of vibrant color in a custom mural generate warmth in this comfortable venue. The casual but professional approach sets inSpa apart and makes the target audience feel welcomed and pampered, not pressured.



# REVIEW

Girvin created the Leviev identity for the Bond St. shopfront launch in London, and soon: Manhattan on Madison Avenue, including site applications, packaging, merchandising, signing and amenities.







K E R Z N E R

Kerzner, the global luxury resort group, expands the visioning of their property, Atlantis, for The Cove - a newly positioned offering in their folio of property types. Our role was to deepen the story, consider the expansion of the telling in new formats of print media and presentation, as well as to create a new site to celebrate the new excitement of the property.



ALPHABETS



The link between idea and content begins with the alphabet; the opening perception of content is alphabetical, followed by color and imagery, by deepening ways in which people explore a story. Creating customized fonts to layer especially managed messages has been a way that GIRVIN has created integration to enliven meaning in experience, retail, wayfinding and architecture.

Projetto Italiano

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

48 Hours

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Nordstrom

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1201 Third Ave.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Vignelli

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bardessono

a b b c d e f g h i j k l m n o p q r s t u v w x y z

OUR BIOS





TIM GIRVIN | Girvin, Inc.

Tim Girvin is Principal of GIRVIN | Creative Intelligence, based in Seattle and New York City, with an affiliate office in Tokyo. In this capacity, he has been responsible for creating strategically based communications and design programs for clients throughout the United States, South America, Asia and Europe. Tim has led brand development programs for the most powerful, American founded brands on the planet including P&G, J&J, Coca Cola, IBM, Apple, Microsoft and Nordstrom. Internationally, he’s partnered with Nestle, Sara Lee, Shiseido and Suntory; he’s a brand design partner® for Dentsu, the largest agency in the world, as well as Dai Nippon, both based in Tokyo. Girvin, as well, has lead a variety of retail, hospitality, resort, spa and wellness branding programs for international clients, such as YSL, Millennium Retailing, Starwood, Wynn, Kerzner, Wyndham International and MGM Mirage. He has worked extensively in the entertainment industry, with clients like Disney, Bruckheimer, Paramount Studios, Warner Brothers, Rede Globo, TV Asahi. Girvin originated BrandQuest®, a proprietary cultural and brand development tool for workshoping new products, visualizations, naming solutions and brand strategies. This tool, along with the Incubation module, forms the basis of Girvin strategy and tactical outcomes.

PROFESSIONAL AFFILIATIONS

- Member/American Institute of Graphic Arts
- Associate Member/American Institute of Architects
- Affiliate/Industrial Design Society of America
- Member/Design Management Institute
- Member/Japanese Graphic Design Association
- Member/American Association for the Advancement of Science
- Member/Japan Typography Association
- Board Member/Seattle Landmark Association/  
Paramount Theater
- American Center for Design
- Package Design Council
- Environmental Graphic Designers (SEGD)

DESIGN AWARDS

GIRVIN, Inc. has received nearly 350 awards in both East and West Coast design and international competitions. The firm’s work has been published in Adweek, Brandweek, Communications Arts, Graphis, Identity, VM&SD, Creativity, Graphic Design USA, HOW Magazine, I.D. Magazine, Step by Step, as well as the Japanese publications Designer’s Workshop, Hokkaido Graphic Design, Idea, Nikkei Design, Portfolio, Sendenkaigi Typographics – Next Wave and Who’s Who/Sapporo, and the German publication Novum Gebrausgraphik. Tim Girvin has spoken to business advertising and design organizations in Chicago, Dallas, Frankfurt, Kansas City, London, Los Angeles, Moscow, New York, Palo Alto, Sacramento, San Francisco, Sapporo, Tallinn, Tokyo and Tulsa.

EDUCATION

- Bachelor of Arts degree from The Evergreen  
State College, Olympia, Washington

ADDITIONAL STUDIES

- New College, Sarasota, Florida
- Cooper Union College of Arts and Sciences, New York City,  
New York Imperial College, London, Great Britain

GRANTS

- Grant recipient for International Studies, National  
Endowment for the Arts, Washington D.C.
- Scholar in the Humanities, Washington State  
Commission for the Humanities



## DAWN CLARK | Dawn A. Clark Architect, Leed AP

Architect and designer with deep experience and knowledge of global brands, retail strategy and design. International design and architectural projects focus since 1997, along with writing, research, and speaking for design and industry leading publications and events such as FIT/Wharton School, Fashion Group International, Intercontinental Group of Department Stores, EuroShop and the International Retail Design Conference.

In all works I’m seeking the creation of powerful and memorable experiences that inspire the human spirit. Working to enhance the layered and rich fabric of communities around the world, and here at home in Seattle. Inspired through understanding the history of the land and people -- and their aspirations and future.

### PROJECTS

- Dalian Waterfront  
China waterfront pier redevelopment
- Yanlord Plaza  
Mixed use development, Chengdu China
- Kaitak  
Airport re-development, Hong Kong
- Blume Mixed-use Development  
Seattle, Washington
- Metro Tract  
Downtown Seattle Masterplan

### BRANDS

- |                          |                    |
|--------------------------|--------------------|
| Harvey Nichols           | GAP                |
| Harrods                  | GS Stores          |
| NIKE                     | Halogen            |
| Nordstrom                | Haichang/ Vivo     |
| Saks Fifth Avenue        | IKEA MEGA          |
| Seibu                    | Liz Claiborne Home |
| SOGO                     | Marks and Spencer  |
| Suwon Gateway Plaza      | Oil & Vinegar      |
| Central Department Store | Polo Ralph Lauren  |
| Classiques               | Pout Cosmetics     |
| Cutter and Buck          | Skechers           |
| D. Porthault             |                    |

### EDUCATION

- Bachelor of Environmental Design - Architecture, 1984  
University of Colorado, Boulder
- Additional architecture education at University of California, Berkeley and University of Oregon

### PROFESSIONAL LICENSING/AFFILIATIONS

- Registered Architect, State of Washington, 1991
- LEED® Accredited Professional, 2007
- AIA, Seattle Chapter
- RDI, Seattle Chapter
- VMSD Advisory Board