Jordan Parnass Digital Architecture (JPDA) designs unique shopping environments to help retailers stand apart from their competition and deliver an unparalleled customer experience.

Today’s challenging retail climate demands fresh, creative thinking to attract and retain shoppers. This doesn’t mean throwing money at the problem, but rather knowing how to make key strategic investments which create and capitalize on opportunities to improve the overall shopping experience.

Our extensive knowledge of the international real estate market, as well as our experience with branding and retail design means we can develop unconventional and hybrid solutions. We leverage the best of a client’s existing assets while always preparing for future growth.

These solutions can incorporate a range of approaches including visual merchandising, fixture design, finishes and lighting design, in-store communications, architectural re-branding, customer brand experience, as well as pop-up, re-skinning and other short-term retail and roll-out programs.

We offer a turnkey service, starting with brand and segment analysis, and encompassing market research, location scouting, lease negotiation, fixture design, prototyping, store design, landlord approvals, permitting, bidding, roll-out and construction administration, fixturing and merchandising.

Eco-friendly choices are seamlessly integrated throughout each stage, including material and finish selection, building systems design, construction sequencing, and in-house LEED administration.

Every project is thoughtfully designed and managed to ensure the greatest return in aesthetics, operational efficiency, and customer talkability.

Please contact us to learn more about how we can work with your company to take advantage of today’s unique opportunities to maximize sales growth for the long term.

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JPDA was initially approached to develop a prototype retail store, to serve as a flagship and model for a nationwide roll-out. Until this point, American Apparel had been a wholesaler exclusively, and was looking to develop a retail concept that would support its product mix and emerging brand.

We proposed that the stores should create warm “lifestyle” environments that balance the dense merchandising of goods with decorative elements including vintage furniture, large super-graphic murals, amateur photography, video and art books. Stores should also respond as much as possible to their environments and incorporate historical details and local flavor wherever possible.

In this way the stores would be more than a showcase for clothing, they would also be a vehicle for the brand’s personality. JPDA’s concurrent design of the American Apparel e-commerce website allowed for a strong synergy between the real and virtual branded spaces.
JPDA has designed and overseen the opening of over one hundred American Apparel stores worldwide. Recent locations include England, Ireland, Australia, Japan and China.

To ensure a smooth introduction into the Chinese marketplace, we built upon our already extensive roll-out services, and added company formation and marketing strategy to our standard package of store and fixture design, location scouting, lease negotiation, visual merchandising and store setup.

Our extensive experience operating in foreign markets allows us to offer retailers a complete turnkey solution for overseas expansion.

While American Apparel and its audience has grown, JPDA has continuously evolved the shopping experience. Fixtures, finishes, lighting and signage strategies are constantly being refined to improve the sales environment while achieving greater efficiencies and lowering costs.

As the brand’s signature “indie” style has become more recognizable, stores have become more graphic and rely extensively on a custom universal display and merchandising system. Flexibility allows for quick updates and re-styling. Floor materials and lighting have become a bolder part of the spatial composition, adding color, direction and drama.

Current design and construction specifications include sustainable materials and practices and target LEED Gold certification. This has been achieved with no compromise to the look and feel of the stores.

As the momentum of the roll-out threatens to make the now ubiquitous brand predictable and undermine its roots, individuality and contextual appropriateness remain more important than ever.

JPDA’s continued involvement ensures that new AA stores will remain fresh and compelling places for shoppers worldwide.
The design for the Oscar Bond Salon presents a new concept for the salon. An extended aluminum runway brings visitors down from the street entrance, arriving at a centralized waiting area.

This lounge is the nexus of the space, a raised platform with broadband net connections and video monitors. Two-way communication is possible with on-line visitors, and all cutting stations are wired for video transmission.

The salon web site was designed in tandem with the physical space, and allows a seamless integration of the two experiences.

Taking the broad sense of the term “salon,” the project proposes a space for complex interaction among patrons, stylists, and via the Internet, anybody who wants to participate.
Our brief was to develop a scalable brand refresh strategy for New Look’s hundreds of retail locations across the UK and Europe.

The challenge was to develop a system that could quickly and easily be applied across all of the existing stores, while working within existing budgets.

JPDA developed a flexible solution that would help to organize the sprawling stores by creating smaller themed zones for merchandise. The areas are defined by color coded display panels, low hung pendant lights, furniture groupings and floor coverings.

Universal wall panels can quickly be updated with refreshed graphics, a change of color for re-organizing floor layouts, or be re-fixtured using standard snap-in hardware.
JPDA was engaged to redesign an existing store as a branded template for further retail expansion. As a multi-brand retailer, National Jean Company needed a way to stand apart from its products and showcase them in an alluring way.

Our solution was to unify the brand identity via in-store, online and printed materials to reflect what was physically happening in the shop. The company would also differentiate itself from competitors by presenting fresh seasonal collections based on a personalized aesthetic.

To achieve these goals, JPDA created three distinct merchandising areas: The Look Gallery, Celebrity Closets, and The Brand Zone, organizing the shopping experience into a logical sequence, and allowing the multitude of sub-brands to speak for themselves.

National Jean Company’s new identity elements visually tie pieces to the store design for a holistic experience of the brand.

Opposite Top: The Look Gallery showcases what’s hot today by suggestively pairing pieces to create outfits.

Opposite Bottom: The Brand Zone is organized as a catalog for those who know what they are looking for.

Above: Celebrity Closets promote personalized style referencing pop icons for inspiration.
About JPDA

Jordan Parnass Digital Architecture (JPDA) is an interdisciplinary practice combining architecture, digital media, branding and experience design.

The JPDA retail portfolio includes award winning projects which vary in size from a few thousand, up to hundreds of thousands of square feet. Since the firm’s inception in 1997, JPDA has produced over 150 stores world-wide from our offices in New York, London and Shanghai.

As a design-driven firm, our goal in accepting projects is to produce work of the highest quality, with every project individually managed to fit each client’s needs and requirements. All of our projects are unique solutions, regardless of program or scale.

Our holistic design process is completely centered on Customer Experience, and builds off of that foundation to integrate the broad spectrum of specializations that constitute our core scope of services. We never lose focus on the ultimate goal, which is delivering customers an unparalleled environment for shopping.

Leveraging our specializations in Architectural Design, Experience Design, Retail Design, Brand Development, Interactive Media and Rollout Management, JPDA is uniquely positioned to deliver its clients full service turn-key project management.

JPDA will work as the client’s ally throughout the complete process from initial analyses and concept through design development, construction, fixturing and final handover. JPDA easily integrates into an existing workflow, and will oversee our client’s other agencies to coordinate communication, project management, security and operations.

Combining computer visualization, digital design, and web-based technology has made us particularly adept at transforming prosaic materials and programs into engaging and interactive environments. We also focus on maximizing the return on construction costs. Our experience and flexibility ensures that regardless of budget, every project is designed for maximum impact, incorporating superior efficiency, economy, and aesthetic beauty.

Services

Architectural Design
- Envelope and Facade
- Interior Design
- Furniture Selection
- Landscape Design
- Campus Masterplanning

Retail Design
- Fixture Design
- Prototyping
- POS/POP Displays
- Visual Merchandising
- Window Displays

Interactive Media
- Web & E-Commerce Design
- Interface Design
- Information Architecture
- Online Experience Design
- Technology Integration

Strategic Planning
- Market Analysis
- Site Selection
- Walkthroughs
- Zoning Analysis
- Feasibility Studies

Architectural Branding
- Architectural Brand Analysis
- Brand Guidelines Creation
- Materials Palette Design
- Graphics and Identity Design
- Brand Guardianship

Brand Development
- Brand Identity
- Brand Vocabulary
- Tone of Voice
- Positioning
- Extension Opportunities

Experience Design
- Customer Engagement
- Event Architecture
- Staffing Criteria
- Customer Journey
- Event Programming

Project Management
- Lease Negotiation
- Permitting and Approvals
- Construction Administration
- Rollout Management