



The Institute of
Store Planners

November 2007

Dear Students:

Thank you for participating in the 2008 ISP Student Design Competition. We think this year's Request for Proposal (RFP) format for the competition will give you a better understanding of the parameters that retail designers must work within when presenting a concept to a client. It includes the many parameters that designers and retailers face when trying to fit their design into a particular property in a specific jurisdiction.

We hope the chosen category, High-End Jeweler, will be of interest to you. Jewelry store are a hot topic in the retail design industry, as many jewelers are currently redesigning and rolling out new prototypes. Many consumers and retailers are now aligning themselves with environmentally conscious and sustainable designs.

In order to give this year's competition a creative edge, we've programmed a space that is actually larger than the retailer usually needs. What are you going to do with the extra space? Your research should prove your recommendations to your client. Please note that the sections in *italics* are reference and for 'look and feel' of an industry RFP (Request for Proposal) standard and not meant as part of your submission.

Should you have any questions regarding the RFP, please feel free to email Josh Cool at JCool@littleonline.com . We look forward to receiving your entries next spring.

Good Luck!

A handwritten signature in black ink, appearing to read 'Amc', enclosed within a large, stylized loop.

Andrew McQuilkin, ISP
International President



The Institute of
Store Planners

November 2007

Dear Design / Architecture Educator:

On behalf of the Student Design Competition Committee, we are pleased to announce the 2008 Student Retail Design Competition.

This year's format will reflect the real-world RFP (Request for Proposal) format that is generally used by retailers. We have also included the submittal requirements to include a written explanation of the concept, a design process board that visually depicts the thinking and design process and suggestions for gathering consumer research that will support the design. We broke the process into three phases, programming, schematic design, and design development. The each phase's development review are meant to be part of the class and the final design development deliverables are the submission to the ISP.

Store design has become a more holistic process, where retail design consultants that have turn key design services have the advantage of understanding more clearly how to deliver the marketing brand promise at the retail level. Services now offered by retail design consultants include brand strategy, consumer research, Identity Design, graphic design, lighting design, interior design, store planning and merchandising. To aid in the understanding of the expected level of design and deliverables, we have uploaded the complete design submittal of last year's winner along with this year's RFP. The RFP and all supporting data will be made available on the ISP website (ispo.org), look for addendum up dates that clarify major questions.

The Institute of Store Planners wishes you good luck in the development of your entries. Please contact us if you have any questions regarding the requirements or program.

My Regards,

A handwritten signature in black ink, appearing to read 'Amc', enclosed within a large, stylized loop.

Andrew McQuilkin, ISP
International President



The Institute of
Store Planners

Request for Proposal
Store Design and Prototype Development
High-End Jeweler Inc.
November, 2007

INVITATION

THE INSTITUTE OF STORE PLANNERS (ISP) invites all students presently enrolled in a recognized college level Architectural, Interior Design or Environmental Design program to join in the 2006 ISP Student Retail Interior Design Competition.

ISP is a non-profit, International Professional Store Planning and Design Organization. ISP is offering this competition to generate interest among college level students in the field of retail store planning and design.

Our Mission Statement:

ISP promotes the advancement and collaborative practice of creating selling environments.

Winners of the following cash prizes will be NOTIFIED IMMEDIATELY FOLLOWING THE JUDGING in May 2008.

FIRST PRIZE \$ 1,000.00

SECOND PRIZE \$ 500.00

THIRD PRIZE \$ 300.00

The First Prize winner's school will be awarded \$1,000.00 cash.

IT IS OUR HOPE THAT THIS PROJECT CAN BE INTEGRATED INTO THE CURRICULUM OF AN EXISTING PROGRAM OR THOSE STUDENTS WISHING TO ENTER THE COMPETITION COULD BE ASSIGNED THE PROJECT AS A DESIGN PROBLEM.

The Competition is open to all students as noted above. All students must notify their school officials. All entries must be received by ISP no later than April 11th, 2006 – **WITH A \$25.00 ENTRY FEE.** (Check or money order made payable to the Institute of Store Planners.)

If you wish to have your entry returned, you must comply with the following:

- Include **PRE-PAID** Postage for shipping.
- Include an adhesive self-addressed return-shipping label.
- Include self addressed stamped envelop for judges comments.
- Entries must be boxed individually.

(The box you use will be the box the entry is returned in)

The check/money order and the label are to be in an envelope fastened or taped to the upper left-hand corner on the backside of board No.1. Entries that are received without the \$25.00 entry fee will not be considered. Entries received without the **PRE-PAID** shipping fee will be discarded after judging. The entries that are dropped off must be picked up within 2 weeks after judging or they will be discarded.

Packing materials should be limited to newspaper or bubble wrap. Projects shipped in Styrofoam "popcorn" or other loose packing materials will not be judged and will not be returned. They will be discarded.

Photographs and/or slides will be taken of winning entries and will become the property of ISP. Winning entries will be returned as quickly as possible. Winners will also be contacted for trade magazine article publication and permission to use their contact information in the article and on the website.

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PLEASE NOTE:

THE SECTIONS IN *ITALICIZED* ARE FOR REFERENCE AND FOR 'LOOK AND FEEL' OF AN INDUSTRY RFP (REQUEST FOR PROPOSAL) AND NOT MEANT AS PART OF YOUR SUBMISSION.

INSTRUCTIONS AND CONDITIONS**Purpose of the Request for Proposal (“RFP”)**

High-End Jeweler (“RETAILER”) intends to retain a retail design firm to perform design development services for the redesign of the Retailer store prototype. Retailer intends to not just select a design firm but also select a design process suitable for the future roll out of Retailer stores. The selected design firm will complement the project team which includes ADMAN Corp, a our LA based marketing consultant, ARCHTECH Group, our current roll-out architect, and Fixture Manufacturer, Inc., a fixture design and manufacturing company, and other construction, equipment, and finishes advisors and consultants.

Our objective is to design, develop a new prototype design in a new location to be completed in the winter of 2008. The store is anticipated to be 3,000sf and will either be ground up construction or a retrofit of an existing tenant location. *We anticipate being able to test layout, fixtures, finishes, and signage while continuing to develop the prototype design in preparation for future roll out.* The intent is to align the store environment with the core consumer and the current brand positioning, not to totally re-image Retailer but to improve the effectiveness of the design in conveying the brand to the guest while correcting operational and merchandising needs within the store.

The success of the Prototype Design will be measured by its effectiveness in achieving minimum sales per square foot of \$800/year. Other measurable design goals include cost of construction, ease in installation, adaptability to a variety of sites, flexibility for the future, merchandise presentation consistent with product allocation and category concepts, and ease in operations (selling and assisting the guests, receiving, merchandising, communicating merchandise plans), providing a consistent message to the guests with Marketing, and providing a store design that is easy to shop and encourages increased sales and meets our core customer service expectations.

Communications Regarding this RFP

In order to ensure consistency and fairness in the proposal process, please direct all communications regarding this RFP to the ISP team representative:

Renee C Barot
Business Development Manager
Little
1901 Newport Drive, Suite 300
Costa Mesa, CA 92627
D: 949.698.1404| F:949.698.1433|
E-mail: rbarot@littleonline.com

You are requested to refrain from any meetings, discussions, communications, or other means of correspondence regarding this RFP with any RETAILER employee without the express approval of the RETAILER team representative designated above.

Schedule and Evaluation Process

RFP Issue Date	November, 2007
Submittal Due	April 11 th , 2008
Judging.....	April 18 th , 2008
Awards Notification.....	May 1 st , 2008

These dates are subject to change at ISP’s discretion.

Questions

ISP will be happy to answer all RFP-related questions that are submitted via e-mail to RBarot@littleonline.com. Questions will be consolidated and answered to all potential partners via email response format. In the event that important clarifications, modification or additions to the RFP become necessary, all participants will be able to access those addendums on the ISP website (ISPO.org).

Supporting Documentation

All submittals and other documentation submitted with the proposal will become the property of ISP unless otherwise requested at the time of submission.

Partner Responses

Please submit your concept design proposal in a sealed envelope/box marked "Confidential", including all other requested data, addressed to:

ISP Student Design Competition
c/o Renee C Barot
Little
1901 Newport Drive, Suite 300
Costa Mesa, CA 92627
D: 949.698.1403

Responses must be received by 5:00 pm on April 11th, 2008.

Concept Design Selection

The design selected will be chosen for offering the greatest total benefit to High-End Jeweler Inc.

Selection Criteria

ISP is committed to selecting a design firm business partner who is the best possible overall fit. Below are the criteria that will be used to evaluate the potential design firm partners for Store Design and Prototype Development:

- Demonstrate the experience to understand the retail practices of a jewelry retailer and translate that understanding into a design that is consistent with company goals.
- Demonstrate a Brand Development Concept that is conducive to Retailers Consumer research and positioning.
- Development of fixture designs that are affordable, flexible, and durable.
- Demonstrate the ability to focus the design and attention to the scope of work determined.
- Demonstrate strategic thinking and experience in building design, interior design, fixture design, store layout, merchandising, and interior graphics.
- Ability to pull all the above elements together into a consistent message to the customer.

Notification of Candidate Partners

Students who submit proposals and include a self addressed stamped enveloped will be notified in writing of the results of the judging of their project with comments from the judges.

RETAILER BACKGROUND INFORMATION

RETAILER Company Overview

High-End Jeweler, Inc. has 20 years of experience being the nation's premiere and exclusive retailer for several world-class jewelry designers. Retailer is a privately held company under the symbol "HEJ" and is headquartered in Seattle Washington. Retailer serves the public from 15 stores in 6 states, 10 on the west coast in 5 on the east coast in resort towns. The company serves the upper 5% U.S. households by offering a unique selection of high-design, high quality, world-class jewelry.

High-End Jeweler, Inc. competes with retailers like Tiffany and Company, Cartier, David Yurman and Ross-Simons but also competes with numerous local or regional jewelers. All saw increased sales in the past 2 years and are benefiting from the recent trends for increased purchases of luxury items. The competition from mid-level national jewelers such as Zales, Helzberg, and Jared has increased with their new aspirational prototypes that they are now started rolling out new higher-end prototypes.

Positioning Statement

As an industry leader, in fashion focused precious and semi-precious jewelry, High-End Jeweler sources our gems and metals from worldwide self-enriching producers. We commit to deliver the finest modern designs, adorning you with style and luxury and always with an environmental conscience.

Store Format

Retailer, Inc. operates out of two store formats, Resort Locations such as Naples Florida and major metropolitan locations such as New York City each store averaging 1500 to 3500 square feet.

The product of the prototype design process will be intended for future growth of Retailer stores and is not intended to be rolled out to existing stores with the exception of key graphics and fixtures that may be incorporated into earlier designs to provide a degree of consistency in the image and message to the guest. The new store planned for 2008 will be 3000 square feet and will be a retrofit of an existing vacant tenant space that will incorporate elements of the prototype with the intent to test the store size and test design elements. Retailer Inc. intends to construct a second Retailer store as ground up construction designed to the full prototype and planned to open in January or February of 2009.

The prototype design developed through this process must also be considered for incorporation into smaller store formats approximating 1,500sf in total for our metropolitan stores.

The Business

Retailer has developed and implemented new business programs that address the interests of the guest including cultures pearl product, antique restoration, custom design pieces, gift registry, remounts, accessories, event rentals, tea service, and pieces that support the indigenous cultures and peoples. Retailer is entering the first year of its three year growth plan. 2007 marked necessary performance improvements resulting in net sales of \$40 million and same store sales increases of 12%. The initiatives continue to be focused on the basics such as customer service, product categories, inventory levels, sales area productivity, marketing, product offering and pricing, while holding expenses and capital plans. Building of new stores had been suspended for 2007 as business models are revised and the Retailer store model is analyzed. By 2011 High-End Jeweler Inc. Store Planning, Projects, and Construction department will complete remodels in all 15 stores to improve the overall customer experience and open an additional 10 new stores.

Retailer Background Information

CHECK THE INSTITUTE OF STORE PLANNERS WEB SITE FOR ADDITIONAL BACKGROUND INFORMATION ON JEWELRY STORES, BABY BOOMERS AND OTHER REFERENCE MATERIAL.

www.ispo.org

SCOPE OF SUBMITTAL

The scope of services requested is as outlined below. The design firm is to provide a concept design inclusive of the deliverables below. ISP will select the Design that best meets the overall objectives. It is anticipated the process will be divided into the following phases.

Programming:

The design firm in consultation with the Retailer, Inc. and any other persons or entities designated by Retailer shall develop the program for the design prototype to ascertain the project objectives and requirements for the project. The design firm will indicate what data is necessary and Retailer will provide such data given the data is available and on-hand. The design firm will review the project objectives and gain understanding of what areas of the prototype need to be addressed and what if any areas may be excluded from the design or only modified in some way. Retailer, Inc. will provide market data, demographics, and customer research to be utilized by the design firm in this effort. In addition, the design firm may visit and review competitors or other retailers for proposing best practices ideas. *The design firm will collect fixture requirements from the Retailer team and provide a comprehensive fixture program in partnership with the Fixture Design/Manufacturing Partner (To be selected).*

Schematic Design:

The design firm will develop from the Program the space plan for the prototype including conceptual design of the exterior and interior building elements, departments and layout, and merchandise areas. The design firm is to provide alternate materials and methods to achieve the design intent. The scope of work includes review of brand positioning including branding elements and translation of brand attributes to the retail environment. However, the design firm is not being judged on the redesign the store logo or tag line. Retailer has contracted with a marketing consulting company to develop brand packaging and review in-store signage. The design firm's scope of work includes incorporating their first pass initial ideas of the in-store marketing in developing the interior signage and way finding concepts, category and department signage, lifestyle graphics, pricing and informational signage. The project judging excludes the redesign of the exterior sign, bags, packaging, and graphic manuals or policies. High-End Jeweler Inc. will provide information regarding merchandise assortment and adjacency planning for the design firm to utilize in the design of the store layout and merchandise areas. The concept will be illustrated and presented for review and approval (with professor) using whatever means necessary to convey the design intent. Fixture design will be limited in the Schematic Design Phase to indicating where features are planned, types of fixtures (conceptually) by department for merchandise presentation purposes.

Design Development:

Based on the approval of the Schematic Design proposal, the design firm will provide a detailed design indicating the following:

- Front elevation
- Interior finishes
- Backroom and service area layout
- Store layout and departmental adjacencies
- Detailed departments indicating signage, fixture layout, fixture types and Design
- Rendering of Key areas to best demonstrate the concept design
- Fixture design by merchandise category
- Ceiling Lighting, energy equipment/specifications, etc.

The Design Development will be presented to the Retailer appointed committee for approval, the ISP Judges. *After selection, the Fixture Design/Manufacturing Partner will provide the detailed fixture design drawings and approximate cost and lead times as part of this phase. The Signage partner will develop prototypes and layouts of the signage designed by the Design Firm.*

REQUIRED INFORMATION

Each concept design presentation submittal must provide the following minimum information to be evaluated as part of the selection criteria:

1. **CONCEPT PHILOSOPHY:** Please provide an overview of your overriding concept and brand strategy. In your view, what are the top three critical factors for a successful business / design solution for a high-end jewelry store: 1000 words or less (letter size, in envelope secured to the back of board #1).
2. **DESIGN PROCESS:** demonstrate your concept design development process through a collage of images, bubble diagrams, sketches and/or words.
3. **FIXTURE PLANS:** (1/8 inch Scale). Interior Plans of the store indicating storefront partitions and doors, location and area of merchandise, aisles, floor fixtures, furniture, display projections, operating facilities, etc. These plans must be on first presentation board and / or boards. (Note: Failure to use 1/8 inch scale will disqualify entry)
4. **STOREFRONT ELEVATION:** (1/4 inch Scale). View from the exterior showing design and signing. Elevation to be of the entire building extending from the street level to the parapet.
5. **THREE COLOR INTERIOR ELEVATIONS (MINIMUM):** (1/4 inch Scale). Show the best elevations that communicate your concept.
6. **DESIGN REFLECTED CEILING PLANS:** (1/8 inch Scale). As an attached transparent overlay or hard copy, indicate design features, general illumination and accent lighting.
7. **TWO PERSPECTIVES** (min.) that best characterize the concept design, one rendering to be and over view from the entrance.
8. **COLOR AND FINISHES:** Board mount all samples. To insure against the rigors of shipping and handling, all boards should be backed with foam core or gator board. All samples should be firmly secured to the board. (Backed with Velcro and/or double stick foam tape recommended). The board should be wrapped with kraft paper, plastic wrap or similar material. (Maximum 3/4" thick)
All items noted above are to be mounted on a maximum of six 20" by 30" presentation boards. Boards are to be numbered 1 of 6, 2 of 6, etc. 3-D models and acrylic mounted boards will not be accepted. The boards are to be identified with the information listed below in a sealed envelope fastened to the upper right hand corner on the backside of each board.

ENTRANT Name, Mailing Address, Permanent Address, Telephone Number

SCHOOL Name, School Address, School Official, Official Telephone Number

WRITTEN PROPOSAL REQUIREMENTS

Please include in your proposal the following information that will help us better familiarize ourselves with your firm and capabilities prior to the presentation.

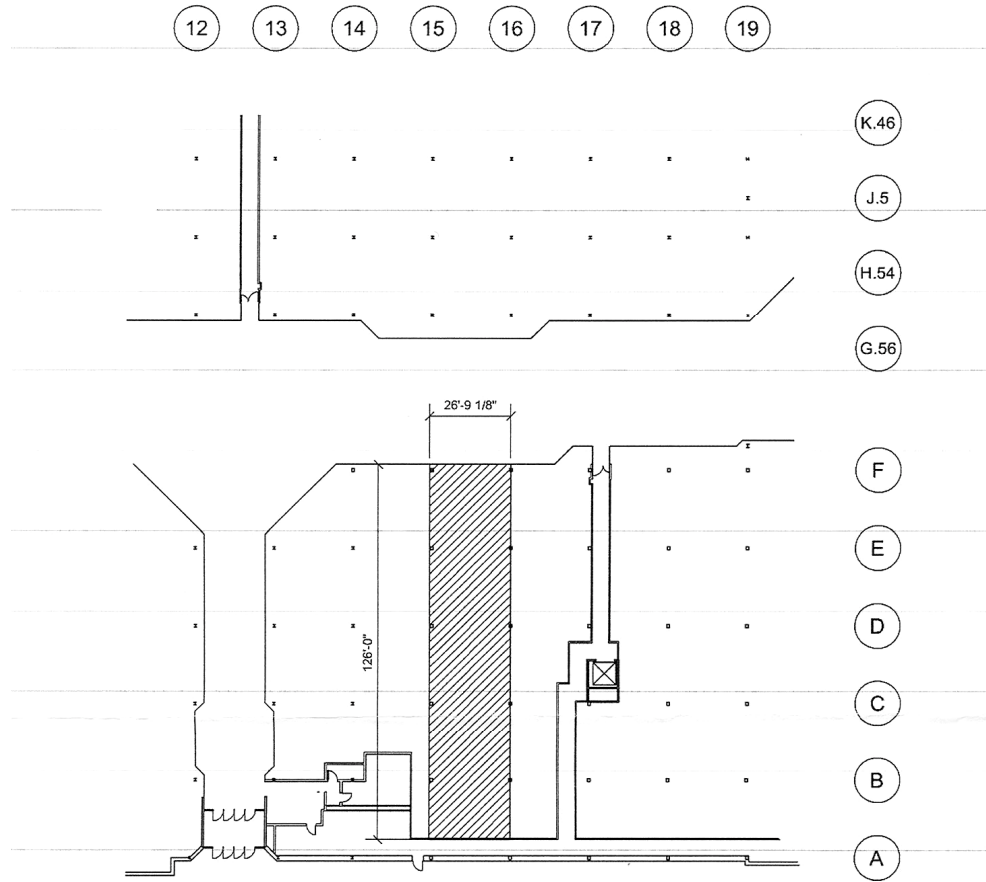
Each potential design partner must provide the following information within the RFP submittal to be evaluated as part of the selection criteria:

- *Business Philosophy - Please provide RETAILER with an overview of your management team. In addition, please present RETAILER with a summary of your company's Core Business Strategy. In your company's view, what are the top three critical factors for a successful business relationship with RETAILER?*
- *Design Process – describe the design development process your firm proposes to Retailer including all steps necessary and estimated time frames for each phase of the design. Also include the names or titles of the individuals from your firm and Retailer that would need to be involved in each step of the process.*
- *How many offices does your company operate from and where are they located?*
- *What services does your firm offer in house?*
- *What services does your firm utilize outside consultants for? If your firm is affiliated with any other companies provide the company name and what services they provide.*
- *Experience – Provide a statement of retail design experience of your project team. Include a description of five completed projects that were similar in size and scope to Retailer' design project that were completed within the past three years. Provide a contact name for each project (may be included in your References List).*
- *References - Provide us with three national RETAIL customer references of similar size and scope to Retailer Inc.:*
 - Company name*
 - Contact name and title*
 - City and State*
 - Phone Number*
 - Years serviced*
 - Services provided*
- *Financial Strength - Provide a copy of your company's most recent Annual Report or, if privately held, a copy of your most recent audited financial statements.*
- *Describe the quality program(s) within your company for measuring the design against the objective.*
- *Cost controls – How does your firm manage the cost of the design development? Describe your firm's process for cost estimating the prototype store including building, fixtures, finishes, and graphics? Demonstrate how your firm can help Retailer, Inc. develop a store that is lower in cost per square foot compared to previous prototypes?*
- *Post Implementation – describe your firm's post implementation process. What type of review does your firm provide? How does your firm determine if the project was a success?*
- *How many and which state does your firm hold architectural registration?*

Confidentiality

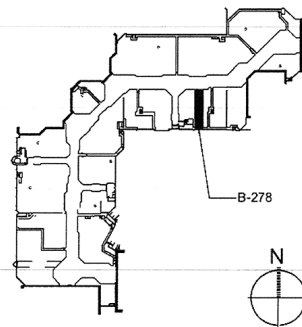
This RFP and all materials submitted by RETAILER must be treated with utmost confidentiality. Specific information regarding this RFP should not be discussed beyond the partners' team assembled to respond to this RFP. The content of this RFP is to be considered a proprietary product and information of Retailer by partners and cannot be released to any outside party without the express written consent of RETAILER. Should there be a breach of this request for confidentiality or other restrictions identified in this RFP, the partner will be eliminated from consideration for this RFP.

THE PLAN



B-278 3,372 SF

BLDG. B
UPPER LEVEL



NOTE: Maximum 15' high storefront

THE PROGRAM

Merchandise/Showcases - Total 115 Linear Feet (lf):

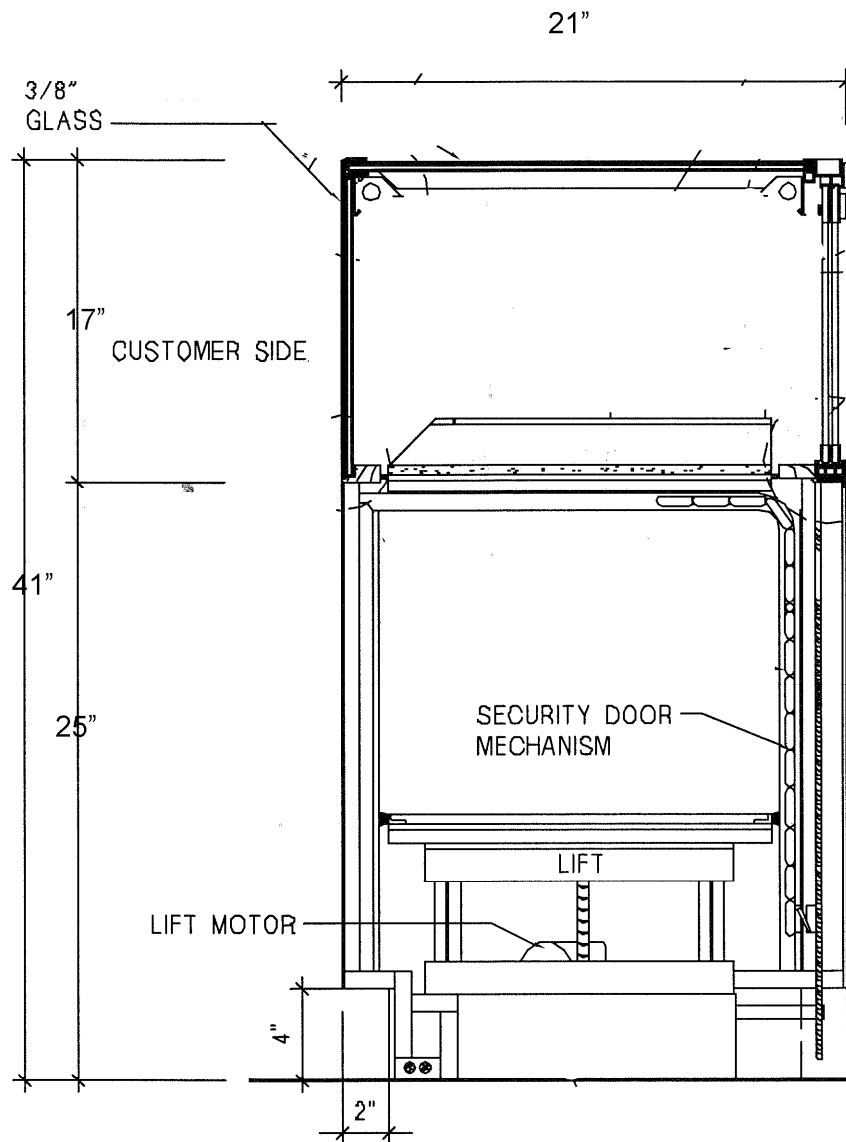
18 lf Diamonds (sit-down) drop-down security cases preferred (see detail)
28 lf Semi-precious color
28 lf Precious Gems drop-down security cases preferred see detail
12 lf Gold
18 lf Designer/Fashion
10 lf Pearls
16 lf Gifts and collectibles
5 lf indigenous cultures and peoples

Sales Floor Operational requirements:

3 point of sale/cash wraps
2 gift wrap stations
lounge seating for customers
tea service counter/pantry
Manager's office with view to sales floor
2 medium vaults
Front door (no gates or grilles)
Show window(s)

Non-selling space cannot exceed 25% of total space but must include:

12 lf stock shelving
(1) Handicap Guest Lavatory
(1) Employee restroom
jewelry cleaning/repair workstation
break area for associates
10 lockers
8' shipping counter
electrical panels 4'
tele-com/security wall area 5'



High-End Jeweler Security Case

Note:
For function only.

ONLINE ARTICLES

To get the process started:

http://www.idexonline.com/portal_FullMazalUbracha.asp?id=26326

http://retailtrafficmag.com/development/retail_sixty_something/

<http://www.jckonline.com/article/CA6473469.html>

Confidentiality

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