



chute gerdeman **retail**

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C&A Brazil Unveils Chute Gerdeman Retail-Designed Prototype Store

São Paulo, Brazil—C&A Brazil has unveiled a new store concept with the retail design expertise of Chute Gerdeman Retail, the Columbus, OH-based branding and design firm.

The 32,000-square foot prototype location opened its doors to São Paulo on March 18, 2008. The new store offers a shopping experience unparalleled in Brazilian retail.

Known for delivering creative and fresh interpretations of retailers' brand stories, Chute Gerdeman completely redesigned the store experience, while further defining the C&A master brand and revamping over 22 unique private label departments.

“The Chute Gerdeman team was immersed in Brazilian culture and walked in the shoes of the C&A customer. For all of us, it was an exceptionally



rewarding experience,” says Chute Gerdeman Principal and Chief Marketing Officer, George Nauman.

During a one-and-a-half year process, Chute Gerdeman and C&A Brazil worked closely together, maintaining an exciting, collaborative energy from project kick-off to store opening. Because C&A’s trend-driven marketing and advertising campaigns enjoy instant recognition across the country, Chute Gerdeman worked to connect the brand dots and deliver their marketing promise in the store environment—fashion that’s first, fresh, and fast.

Upon entering the store, the Fashion Runway features the hottest trends and styles, establishing C&A as the place to get the newest looks as seen on the world’s most fashionable runways.

Product capacity was maintained, and creative presentation allows customers to see more of the merchandise across the store, and across their different shopping lifestyles.

“The new C&A store engages the shoppers’ senses and immerses them into the C&A master brand and sub-brands, ultimately creating brand loyalty,” says Nauman.

Working side-by-side, C&A and Chute Gerdeman created a brand-right, customer-driven, fashion-forward environment that customers love and can visit time and time again. Sales are the best evidence of success and are up by as much as 65%.

About Chute Gerdeman Retail

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point, including brand communication materials, merchandising fixtures, and packaging. The firm’s client list includes: C&A Brazil, Walt Disney Imagineering, Target, Levi Strauss, Limited Too, Kohl’s, Shopko, Sheetz, Smithsonian, Hamleys (UK), Lowe’s, Einstein Bros. Café, KFC (Japan), Hanesbrands Inc., Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood and Wolverine. In 2006, the firm was voted “Designer of the Year” by readers of *DDI (Display & Design Ideas)* magazine in addition to the numerous awards it has received



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for design leadership. For more information, go to www.chutegerdeman.com.

About C&A Brazil

In Brazil, C&A is the leading fashion retailer. It opened its first store in August, 1976 in São Paulo. As of the end of 2007, there are 151 stores throughout the country from Manaus in the North to Porto Alegre in the South. C&A also employs over 12,000 associates.

C&A offers a wide assortment of dedicated brands for different lifestyles and fashion needs. Its product line includes fashion apparel, watches, glasses, cosmetics and jewelry. The Clockhouse collection, the most important C&A brand in Brazil for young adults from 15 to 25 years old, is the image driver offering fashion with great value for money.

Expansion plans in Brazil include an average of 20 additional stores per year with a constant updating and refreshing of its visual merchandising presentation. C&A Brazil's headquarters are based in São Paulo.

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