



COLUMBIA SPORTSWEAR BASELAYER FIXTURE

PRODUCT

Columbia Sportswear's Baselayer offers two families of products: Omni-Heat for cold weather and Omni-Freeze for hot weather. Each features cutting-edge technology to help outdoor enthusiasts regulate their body temperature in any season.

OBJECTIVES

Columbia needed to create awareness for the Baselayer product launch in the retail environment through a flexible merchandising system that would connect emotionally with shoppers.

PROJECT STRATEGIES

- » Bring Columbia's consumer experience to the shopping experience.
- » Give emotional meaning to the technical features and benefits of product.
- » Feature seasonal, changeable stories (Omni-heat in cold months and Omni-freeze in warmer months).
- » Showcase technology by making it visible and available for shopper interaction (half mannequin for shopper interaction).

CHALLENGES

- » Work in tandem with packaging designers to create both packaging & display concept simultaneously.
- » Develop a floor stand fixture with a small footprint & allow for flexible capacity.
- » Global Distribution



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- ✓ INTERPRETATION
- ✓ DESIGN DEVELOPMENT
- EXECUTION



DESIGN STRATEGY PLATFORM

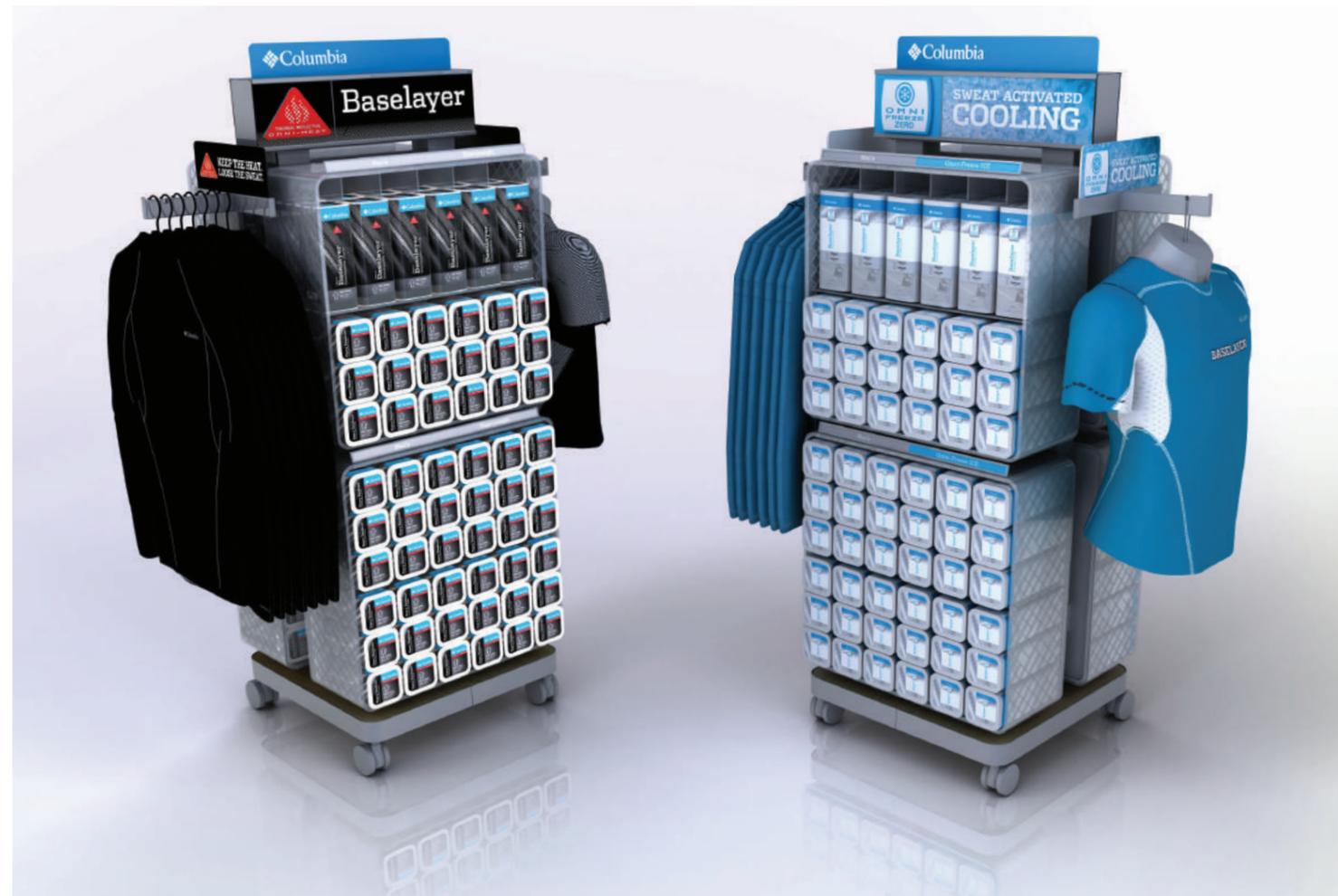
The design solutions were based on shopper and consumer insights, category/brand metaphors, and shopping dynamics.



Shopper research showed that "gear" is purchased based on functional features rather than aesthetics, and all the competitors were following this path.

Consumer Insight:
"I'm most myself when I'm outside in the real world. I work inside as a means to pay for living outside. Performance is an important aspect of who I am."

Shopper Insight:
"I see my sportswear as gear, not fashion, so I want what performs best."



SOLUTION

Graphics incorporated a foil dot pattern that mimics the heat-reflective lining of the product. A bust form on the side of the display features an inside-out display shirt with screen-printing communicating technical features.

The fixture as a whole is designed to tell a compelling story about the product experience, so the shopper feels the price is reasonable. The injection-molded product modules give the fixture a hi-tech, premium look, and are designed to make it easy for a shopper to browse the selection of Baselayer products and quickly find the style, color, and size that they're looking for. A high product capacity ensures that the merchandise will be in-stock, on the fixture. Overall, the Baselayer launch was a huge success, and sales continue to increase.

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