

## Brandimage designs the new retail concept for Optic 2000 optician stores: the O<sup>2</sup> Touch Experience

Paris, March 5, 2015—Brandimage, a leading global consultancy of brand equity architects and designers, announced that it has created an intelligent store concept for Optic 2000, modern and contemporary both in its functionality and aesthetics.

Rejuvenating the layout of the traditional store and creating a custom furniture range, Brandimage has enhanced the personality of the Optic 2000 brand and created a new and memorable customer experience.



*Photo: Luc Boegly*

### **Modularity: a trademark of the brand**

The new concept designed by Brandimage accurately reflects the brand's personality and expresses its commitment to its new positioning: "a new outlook on life". Reflecting a brand that engages with consumer realities, the new concept is a dramatization of the company's perspective on the latest concepts and trends.

The Optic 2000 store has been transformed into a perfect sales setting, a local landmark, making a real brand statement and highlighting Optic 2000's image and products.

Brandimage has designed the store to incorporate a totally modular system allowing to accommodate all lifestyles, to meet all expectations and to pace the customer's journey.

A personalized vocabulary of forms combining straight lines and curves punctuates the space, so creating a play on scale which makes the product offer easy to understand.

### **A simplified customer journey**

Each step of the customer journey is valorized as a special and important moment. The journey begins at the store window, with the product selection underlined by a black frame inviting the customer to discover the virtual and real offering of the

Optic 2000 collection. A custom unit has been designed to allow trending products to be placed center stage.

By moving part of the offering to the center of the boutique, Brandimage allows the brand to express itself around the periphery, so fluidizing circulation and improving attention to the customer: the concept of proximity and personalized advice is amplified.

This transparent and light layout gives more breath to the circulation and creates the sensation that the store is larger and has a wider choice of products.

#### **Custom-made adaptable furniture**

Brandimage has designed a unique range of furniture which breaks with traditional optician stores, making it easier for clients to choose and giving the optician the possibility to display an “a la carte” selection of products.

Upgradable and modular, the furniture allows the store to easily adapt to each season or new trends and to display offers of the moment.

Designed and executed to be autonomous structures, the furniture units give opticians the ability to manage their sales area according to their needs and their own preference.

A large panel of accessories has been designed to be incorporated into each presentation unit, so reinforcing the idea of a made-to-measure store.

#### **A digital experience**

The customer experience is improved even more through the integration of multiple digital and technological tools that develop an intelligent connected relationship between the customer and the brand.

#### **About Optic 2000**

With more than 1 200 stores, Optic 2000 is the leading optician brand in France. This new retail concept will be rolled-out along the year 2015 and is supported by a new advertising campaign starting on March 6, 2015 on TV and in the press.

#### **ABOUT BRANDIMAGE - DESGRIPPES & LAGA**

Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. For more information visit: <http://www.brand-image.com>

#### **Press contacts**

Annette Klek (+33 1 44 18 45 15) [aklek@brand-image.com](mailto:aklek@brand-image.com)

Jennifer Adams (+1 513.703.7085) [Jennifer.adams@sgkinc.com](mailto:Jennifer.adams@sgkinc.com)

**[www.brand-image.com](http://www.brand-image.com)**