

vmsd

VISUAL MERCHANDISING + STORE DESIGN



'SEALED WITH A KISS

Hershey's launches a
reimagined 'Chocolate World'
experience in Times Square

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BRENT DOSCHER, WEARE, N.H.

L.L. Bean, Boston

April 2018

Heritage outdoor brand L.L. Bean (Freeport, Maine) debuted its first “urban” store, an 8600-square-foot outpost, at Boston’s One Seaport mixed-use development. Smaller than the retailer’s suburban locations, the store will focus on merchandise carefully curated for the local customer. A lace bar – a first for the brand – offers customers the ability to customize boots, and free clinics on topics including map- and compass-reading and other wilderness skills will be offered weekly. The space will host speakers and other regular events to engage the local community.