



# Celebrating Outdoor Lifestyle

*Timberland, a brand hailing from New Hampshire, USA, dons a renewed look and gushes its new identity -- positioning as an outdoor lifestyle brand. Its store in the heart of London-Regent Street- undergoes a makeover to show the new face of Timberland.*

**A**dapting to customers is a vital to any brand. Timberland started off as a predominantly boot company and later on ventured into lifestyle merchandise as well. Timberland views its customers as people who splurge on their lifestyle and this comes through clearly in the brand's Regent Street store.

In the midst of a revamp, Timberland pays close attention on its brand DNA. The fact that the brand was originally a shoe-making company is reflected in the different facets of the store. A fresh attitude, a tribute to heritage, a stylised atmosphere and a signature of authenticity pretty much objectify the store.

The store front display itself is a peep hole to the new saga unfolding at Timberland. "Bringing the outdoors into the city" are the introductory words. Depiction of the London Eye on a bed of artificial lawn with complementing props creates an imagery of what outdoor means to the city of London.

The window display, although temporary, proves apt to introduce the make-over at Timberland.

The 500 sq mt store set across two levels houses men's, women's and children's collections. Adhering to the essence of the brand, the shoes' category is taken to a whole new level. The purchase of shoes at Timberland is an experience by itself. The dedicated footwear area serves as a brand experience room where the customer can opt to have his own boots made using unique studs, patches and an array of laces to choose from. Also, if the customer happens to come to the store on the two specific days of the week when the laser machine is on-site, he can have his own tattoo on his boots. The store will also serve as a venue to showcase upcoming illustrators and graffiti artists. Although rooted in tradition, the store caters to the modern day customer and his preferences. The props depict the roots of the brand -- the American town of New Hampshire, but



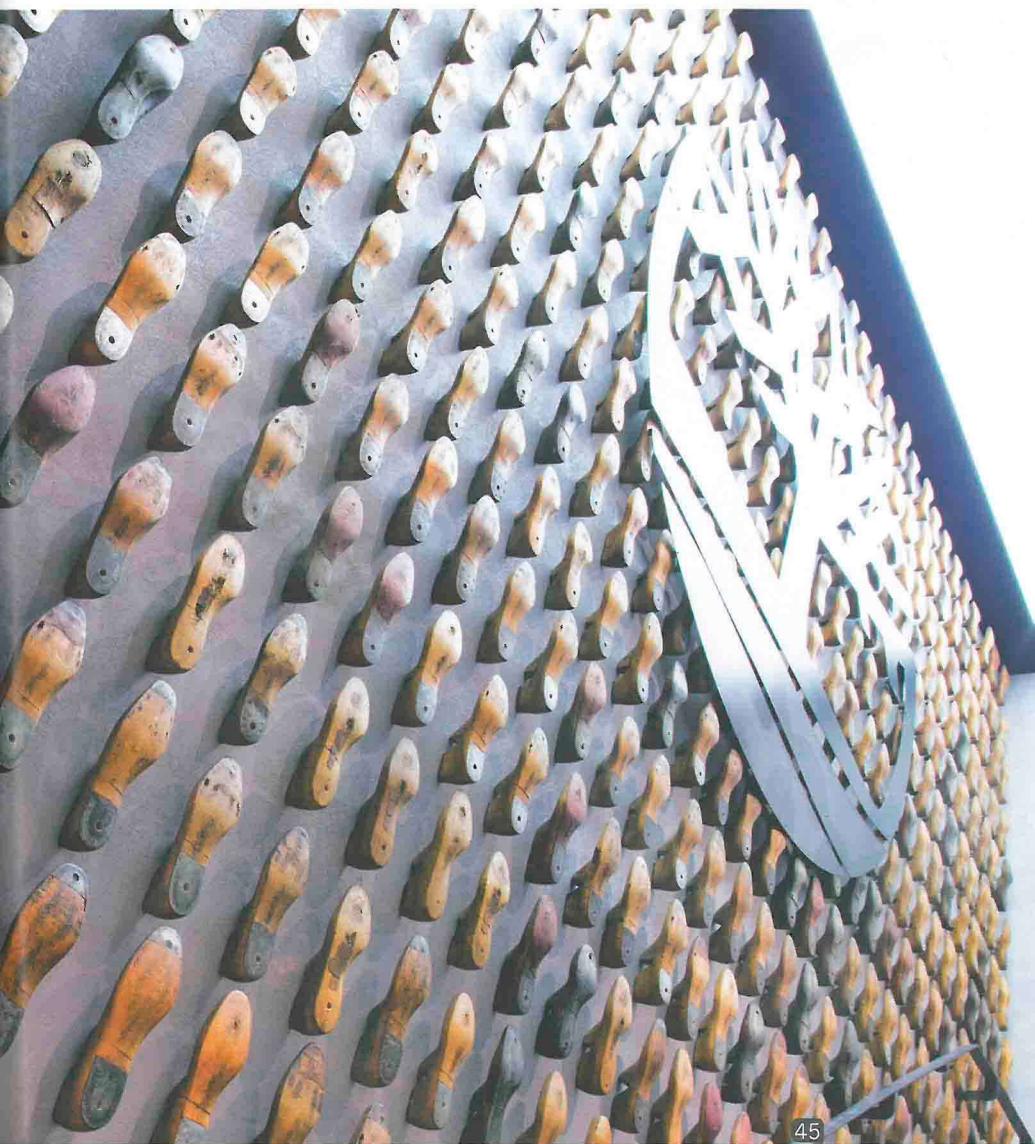
the store brings forth the local flavours as well to connect with the local customers.

"It's been a great couple of years for Timberland. We have celebrated our 40th anniversary and with that milestone came the transition from outdoor performance to outdoor lifestyle brand. We're more focused on style than ever, and we are in touch with our New England roots. The new look Regent Street store celebrates this change and allows our customers to enjoy Timberland in a unique environment, designed to convey the complete brand experience," says Timo Schmidt-Eisenhart, President of Timberland EMEA.

The physical features of the store are in sync with the rustic and rough nature of the brand. Repurposed construction elements and recycled materials have been used to create a stylish and atmospheric environment. Wooden floor paneling, reclaimed wood tables, exposed brick walls, vintage lamps and leather seating are all elements of a brand language. The combination of wood and metal, the balance of these materials and their applications for specific purposes bring in the rustic charm of the brand.

The store is a purveyor of brand culture and its cultural high point is the making





of its shoes. An entire wall is dressed up in wooden soles with metal endings. VM elements running through the store hint at customised shoes offered at the store. The store renders an ambience which speaks for its merchandise. That is what we call staying true to brand DNA! ●

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