



Fits Like A Glove

When it comes to a complete ensemble, accessories which support the outfit have the ability to make or mar the look. Scarves, bags, shawls- all render a style statement. In the same manner, gloves also embody a style of their own. Roeckl, a new store by Blocher & Blocher, Stuttgart takes the customer through the rich history of the brand and the fine art of glove-making.

An ode to luxury, an applause to skill and an insigne of elegance is what Roeckl is all about. It is not everywhere we value the rendition of fine craftsmanship. The Roeckl store at Munich is a live example of traditional craftsmanship and the love for detail. The glove is an accessory very complex to craft. This store stands as proof to the success and beauty of fine craftsmanship inherent at brand Roeckl. It is a place which pays justice not only to the values of the brand, but also to the extended product range of the glove manufacturer.

The store design, concept and nature of the space dwell on the rich legacy attached to the brand. This idea is quite apparent from the store-front itself. A grayscale image of glove manufacturing greets the customer. The use of grayscale and the words 'Roeckl Munchen 1839', symbolize the brand's rich history and premium quality. While the image depicting manufacturing expresses the value of skilled craftsmanship.

Once inside the store, the space exudes warmth through its materials, finishes and colours. The play of browns and grays is a sure-shot expression of warmth.

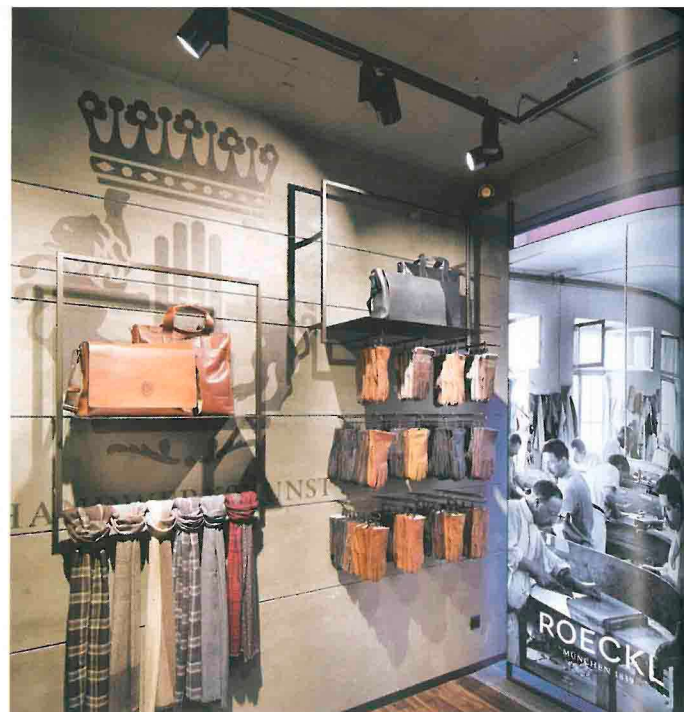
In the crafting room, housing the men's range, the company's history appears close enough to grasp. Embraced in hues of wood

and cognac, the glove-maker's furniture and tools convey the Roeckl cosmos in an emotional manner. This is supported by a wall graphic of the brand's emblem and a backlit original motif of a workshop in its early years. Here, glove-makers demonstrate the cutting of fine leather gloves regularly and explain the delicate precision work that is essential to craft the perfect Roeckl glove by way of example.

With simple but original props, the store takes the customer on a journey through which the brand has evolved. These props are a mark of authenticity and hence the store has to do little to establish confidence in the customer and build an everlasting relationship.

Annette Roeckl, the sixth generation company owner and manager of Roeckl, says, "It is important to us to demonstrate the love and passion with which the bag-makers, seamstresses and glove-makers at Roeckl sort, cut and sew leather on a daily basis - the kind of skill and precision with which they carry out their work. This devotion, and the highest demands placed on the quality of the leather, is what has made our products unique for more than 175 years."

Although a product rooted in tradition, the brand is well-aware of the new age customer.



And catering to their taste, the brand creates warmth from its history and balances it with the freshness of today's store environment.

Framed niches draw the attention to gloves and accessories on the one side, and on the other end, an open display wall stages the diversity of the Roeckl range. Whilst the product range is sorted by product groups on the rear walls, these meet in the central space in a Roeckl Panopticon: by following the Cross-Merchandising principle, expressive display cubes and suspended metal frames

demonstrate the competency and versatility of the company. The scarves claim their rightful place on white long-necked tailor dummies, while the gloves are presented on mannequin hands in elegant poses. Crafted individually, they set the focus on detail and fit. ●

Monobrand Concept

Blocher Blocher Shops, Stuttgart

Visual Merchandising

Blocher Blocher View, Stuttgart

Photography

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