

OLD NAVY



OLD NAVY, MALL OF AMERICA, BLOOMINGTON, MINNESOTA. THIS 20,600 SQUARE FOOT FLAGSHIP STORE ILLUSTRATES THE COMPANY SLOGAN THAT "SHOPPING IS FUN AGAIN." THE FESTIVE TONE ESTABLISHED BY THE THEATER MARQUEE STOREFRONT IS REINFORCED BY THE CREATIVE DISPLAYS USING INDUSTRIAL OBJECTS SUCH AS WASHING MACHINES, FREEZER CASES AND TELEPHONE BOOTHS. THE OPEN SPACE ALLOWS FOR MAXIMUM VISUAL MERCHANDISING POSSIBILITIES.

