PLASTICS

RETAIL SOLUTIONS

Case Study

DESIGN
ENGINEER
MANUFACTURE
DELIVER

FRED MEYER

Cosmetics Department

From Concept to In-Store Experience

A boutique beauty environment within a grocery store, designed to attract shoppers and elevate the in-store experience.



THE CHALLENGE

Create a boutique-inspired cosmetics destination within a grocery store, improving visibility and shopper flow while working within a smaller merchandising footprint.

OUR APPROACH

Research, engineering and design collaboration shaped modular fixtures that adapt to different store layouts and brand assortments.

PROJECT HIGHLIGHTS

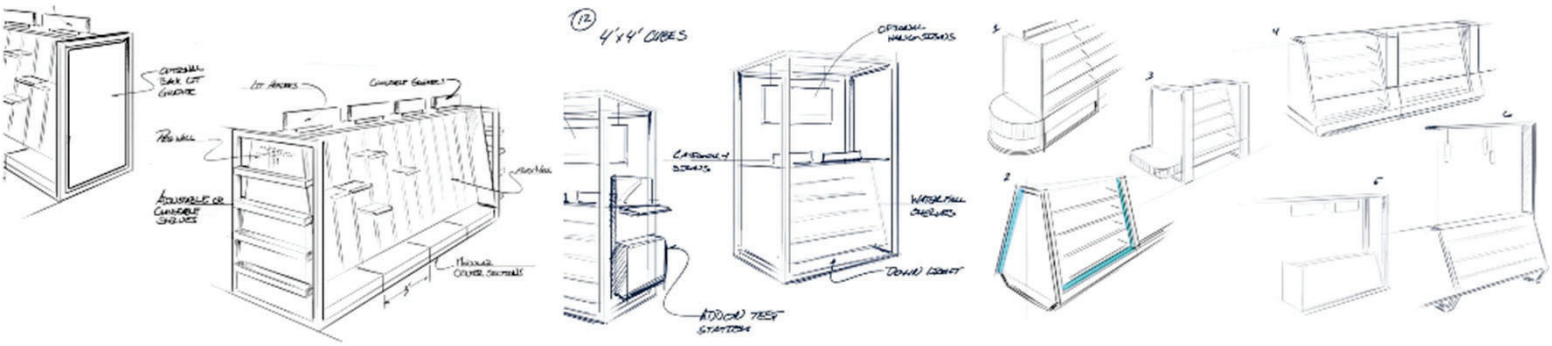
Modular Design
CUSTOM FIXTURES

154
LINEAR FEET INSTALLED

4.5
DAYS INSTALLATION
Including product pack out and tagging

CONCEPT & DEVELOPMENT

Early sketches explored fixture functionality, shape and sightlines to create a boutique-inspired beauty environment.









THE RESULT

A modern, flexible cosmetics department with stronger sightlines, enhanced product presentation and a more inviting shopping experience.