

CHANDLER

ELITE

Elite sporting goods store sought to offer higher-end brands in their merchandise selection. In order to secure more popular products, Elite needed a store design update that would complement existing and new merchandise. Chandler's passion for store design and project planning was a knockout for Elite—and the rest is history.

Elite's overall goals were to increase retail sales, create an open floor plan with better sight lines, produce a contemporary look and feel, and develop merchandise departments.

To support the look and feel desired by the client, Chandler's design incorporated laser cut plywood, a variety of steel finishes, LED lighting and a blend of glass and aluminum in the fixtures. Elements within the store include a variety of vignettes, a custom shoe wall, and custom graphics along the store walls supporting the store brand. Featured merchandise on the store floor includes Timberland, Under Armour, Nike (Air Jordans), The North Face, Oakley, and Dr. Martens.

See more on Elite on our Website.

ADDRESS:13523 HUDSON ROAD SOUTHAFTON, MN 55001
CALL:
651 389 5900
WEBSITE:
WWW.CHANDLERINC.COM

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WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625