



## ZENGENIUS

### ROCK EM SOCKS

Finding roots in Columbus' Easton Town Center, ShopLab pushes innovative thinking outside the box. With short-term leases and a suite of available services including visual merchandising support, digital signage and retail traffic analytics, retailers can experiment and test new concepts without the commitment of permanent spaces. Partnering with Steiner + Associates for a successful launch, ZenGenius provided creative services including store design and development, fixture and display specification, sourcing and procurement, visual merchandising and onsite installation support. [See more on Rock Em Socks on our Website.](#)

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