



Denim window Fall 08, Store Düsseldorf, window mannequins: IDW

THE TOM TAILOR LOOK ... OR VERY CLOSE TO THE PRODUCT

The traditional and innovative company TOM TAILOR captivates with an elaborate and coherent visual merchandising concept which like a central theme runs through the complete TOM TAILOR stores.



Lighting scene Fallo8



Denim window winter 08, Store Düsseldorf

Quality and authenticity

Since its foundation in 1962, the label TOM TAILOR remained always true to its philosophy. The company offers casual fashion for a natural life and this always in the trend of time: Fashion for people who feel comfortable and found their own personal style.

In order to be able to meet this promise day after day all over the world, TOM TAILOR demands a great deal of its products as regards quality and innovation. That means in detail: High-class materials, a balanced range of products in line with price and performance. In order to be able to answer to the quickly changing fashion trends, the international design and product development team of TOM TAILOR designs twelve collections a year – for each of its eight production lines.

Young Fashion for Young Personalities

The youngest coup of the successfully acting company is the TOM TAILOR Denim Male & Female Line newly positioned on the market in 2007. Young Fashion for young Personalities – under this credo, hip looks for young people between 15 and 25 of age are designed. The casual informal collection combines seasonal colours and current stylings, which are geared to the trends of the young fashion generations of the metropolises throughout the world.

Authenticity and style at the PoS

The suggestions for prints, cuts, materials and cloths are thereby always derived from the integrated topic worlds which will affectionately be investigated down to the smallest details. This deep examination creates the unique basis for naturalness and



TOP STORY



Close up window winter 08



Good presentation winter 08



Accessorie Detail

style, which are reflected in the collections as well as at the Point of Sale. The collection topics are not only inspiration for the products themselves, but also for their production.

Merchandise is in the focus

For the presentation of the label in the shop window, it is also highest priority to place the product in the foreground in order to make the label experienceable and to load it with emotionality. The understanding of values of the label must be expressed at the Point of Sale in order to communicate to the target group the attitude of life of TOM TAILOR. The merchandise presentation means with TOM TAILOR, however, not focusing on

a single product, in the focus is still the integrated look. Under the umbrella brand of the international lifestyle company more than ten license products are kept. Thus, it lately succeeded to get with the new own TOM TAILOR SHOES Division an important segment back into the house. From accessory to trousers – any detail finds importance to make the smart TOM TAILOR look noticeable: TOM TAILOR lives the product!

Realistically appearing event world

This approach will be experienceable in detail above all in the topic worlds of the shop windows. With the help of the inspiring collection denominations such as ‚Soho District – Mod City‘,

cool setups are developed which reflect the London of the early 60ies or late 70ies.

In the collection, the topics are directly noticeable by means of elaborate applications and stitchery, asymmetric and large-area prints as well as ‚rough‘ materials.

Transported into the shop window, from the novel collection of characteristic elements of a cool London backyard club and details such as hip graffiti tags, a very realistic appearing event world is created. A directed accentuation of the club door with light as well as the play with the textures and contrasts on the back generate an

exciting environment for a successful and significant product staging. Also here, TOM TAILOR presents itself with complete looks. The shop window creates by means of its unique authentic atmosphere a connection to the viewer and takes the consumer already when looking into the window into the rocking London nightlife.

One brand, one voice

Another carrier of the brand production at the POS are the image shootings with fashion labels taking place twice a year. The locations and core statements of the shootings serve as inspiration for the draft process of the windows.

Following the motto "One brand, one voice", the customer shall recognise itself across the media in the performance of the label. Always in the focus is here the "story-telling".

When looking for example into the winter windows of 2008, then the viewer may see a topic world which creates a strong direct connection with the shooting locations in California. Like a snapshot, the shop windows show the stop at a "cash store" somewhere in California. The expressive motif in the background, the image shooting in form of a "vintage" advertisement on the brick wall, rough bitumen layer and the apparently completely normal remains of an American everyday life's scene create the coherent framework for an

impressive merchandise presentation.

As product tester serve old painted steel drums in the "Vintage" style, on which denims wrapped in a rough packaging paper are stacked. Accessories are integrated in a hip, target group affine manner into the scene. i.e. the customer experiences the collection amongst the topic world from which it took its style formative impulses.

In short: With regard to this kind of shop window design, the product is

not only presented, but it melts with its collection world into a fascinating brand experience. The viewer will be part of the "story" which is told him in the window. The enthusiasm for the product is finally also carried forward to the consumer and increases the strength of the TOM TAILOR label performance at the PoS by a multiple.

Photos: dfrost für TOM TAILOR

TOM TAILOR Retail Store; Königsallee 14, Düsseldorf

