

IIC - Intersport launches pilot store with new global interior scheme designed by CADA Design Group

The world's leading sports retailer has commissioned CADA DESIGN GROUP to create a new store concept IIC



INTERSPORT, the world's leading sports retailer with over 5,000 stores in 35 countries, commissioned **CADA DESIGN GROUP** to create a new store concept of which the first pilot has just opened in Gothenburg (Sweden).

CADA has created a fresh new look for the store interior which is adaptable to the many different store formats

that **INTERSPORT** occupy from alpine ski shops to urban megastores with the use of brand identifier key elements. The scheme is set on a white background with a contemporary blue lighting feature weaving through the store to enliven the space and accentuate the company's brand presentation. A key aspect of the new scheme are feature worlds - instead of categorising by product **INTERSPORT** have classified by activity category such as running, football, outdoors and wintersports. The feature category embrace all the elements that a customer may need within that activity. Consumers are encouraged to trial items like running shoes in the running section. Technology solutions have been incorporated that can also evaluate their technique and make product recommendations. Sports literature are also on display for customers to gain inspiration, as well as an interactive information points where customers can learn further information about products and ordering goods.

The brief called for clearer signage and navigation in-store and improved merchandising equipment to ensure their customers have the best shopping experience possible. A ceiling solution was created that

flows throughout the store inviting customers in and guiding them from world to world like a floating walk way. This was designed to combat the loss of traditional floor loop and enhance the move towards a more organic store format. The lighting scheme creates a focus on the merchandise as the general ambient is toned down with atmospheric LED lighting. The new concept will in due course be implemented by every territory.

“Executing our group strategic plan is a really exciting time for INTERSPORT, comments Werner Zill, Division Manager of IIC – INTERSPORT International. We wanted to work with an experienced design consultancy such as CADA that we know well and can trust to help take our brand to the next level, whilst still maintaining a strong brand identity across the world.”

“At CADA, our clients come to us for creative solutions based on sound experience”, comments David Anderson, founder director of CADA Design Group, “and we are really excited to be working on this all encompassing retail positioning project with the world’s leading sports brand. INTERSPORT serve 175,000 customers every day, we want to give each and every one of them the best store experience possible”

Founding directors of CADA Design Group David Callcott and David Anderson have cultivated an enviable reputation in both national and international markets for developing creative concepts that meet market expectations. CADA’s ability to create fresh thinking design solutions has made them one of the leading British experts in retail design and build.

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