

ICSC CANADIAN SHOPPING CENTRE AWARDS PRESENTS

RETAIL CIRCUS

THE

GREATEST
SHOW

ON EARTH

OCTOBER 7, 2015

ANNOUNCING THE WINNERS
OF THE 2015 ICSC CANADIAN
SHOPPING CENTRE AWARDS



RETAIL

RETAIL STORE DESIGN

SILVER

Stores between 2,501 and 5,000 sq. ft. in area



*Sleep Country
Calgary, Alberta*

A new design concept meant to appeal to home décor customers in malls was created for Sleep Country corresponding to the company's expansion plans into shopping centre locations. In playing with the idea of sleep and dreams, a playful sense of humour was introduced.

RETAIL STORE DESIGN

Silver

Stores between 5,001 and 10,000 sq. ft. in area



*Eleganza - Fleur de Lys
Québec, Québec*

A specialized hair care boutique with three mall locations in the Québec City area, Eleganza has been selling hair products and accessories to both the general public and professionals in the industry for the last 15 years. In 2013, the owner decided it was time to expand the business and move the original Fleur de Lys boutique into a bigger space within the mall. At the same time, a new store concept was needed to both introduce the new product lines and, with new competition constantly coming into play, to reclaim the reigns in this category. The outcome was a design that was a hybrid between mass-merchandising and a specialty beauty shop. Based on the overwhelmingly positive feedback and increased sales performance, a considerable provincial expansion is now underway.

RETAIL

RETAIL STORE DESIGN

SILVER

Stores in excess of 10,001 sq. ft. in area



*Euro Tile & Stone
Ottawa, Ontario*

Located on a site that was to be expropriated by the City of Ottawa, Euro Tile & Stone's owners seized the opportunity to move to a new location, expand and reinvent the showroom's shopping experience. As Ottawa's premier importer, distributor and retailer of tile and stone products, the mandate was to create a 10,000 sq. ft. showroom which would exemplify design, inspire creativity, and reveal the endless possible applications of tile and stone. Using primarily their own materials to design and build the showroom, and by introducing elements such as the impressive 18 ft. replica of Michelangelo's statue of David, customers are taken on a journey throughout this remarkable space. Overall, the new design has had incredible success as it not only showcases the countless ways to use and apply all the products that they sell, but it also demonstrates Euro Tile & Stone's knowledge and expertise when it comes to the products they offer and reestablishes the company as the leader in their industry.

RETAIL STORE DESIGN

SILVER

Stores in excess of 10,001 sq. ft. in area



*Sport Chek
Edmonton, Alberta*

In January 2014, Sport Chek, Canada's home for sporting goods, footwear and apparel, opened its flagship store at North America's largest shopping mall - West Edmonton Mall in Edmonton, Alberta. The Sport Chek West Edmonton Mall flagship store consolidated two FGL properties (Sport Chek and Atmosphere) with one new 77,000 square foot "Temple of Sport." The flagship store features a new experiential retail environment that is heightened through strategic space planning, action merchandise displays, powerful graphics and industry-leading digital elements that entertain, educate and inspire.