



Super Glue

Case Study



For over two decades Glue Store has been renowned for bringing the best brands, the biggest trends, and the latest fashion to our streets. With a huge range of brands on offer, we are the one-stop-shop for major international labels like Polo Ralph Lauren, Stussy, Nike, Adidas, Tommy Hilfiger, Ellesse, and Champion.

Australian fashion favourites hold their own alongside international heavyweights, with local designers PE Nation, Nude Lucy, Beyond Her, and Thrills Co finding a home at Glue Store too.

Brief

Leading fashion brand Glue Stores, opening its new flagship retail outlet in Highpoint Shopping Centre, Melbourne.

The brief was to maximise storage and display space, while creating a highly visual point of difference.

Traditional solutions were overlooked in favour of innovative forward thinking solutions aligned the Glue brand identity.

Solution

The solution – a modular innovative shelving system placed in the middle of the shop floor to create a visually powerful and functional in-store experience.

The Sigma shelving system was selected and used. Bowen Storage worked closely with the store design team, providing CAD files to assist with store layout design and storage.

The Sigma solution was customised to achieve the brief. Architect-specified timber cladding was supplied and installed by the shopfitter, matching the store theme and design.

Black melamine shelf boards were used to maximise space and accommodate footwear while maintaining the store aesthetic.



Results

For the first time, the Sigma modular shelving unit was placed in the middle of the Glue Store's shop floor.

The innovative mobile design has reduced the storage footprint, enabling easy access to stock – at the same time creating a visual point of difference aligned to Glue's edgy, youthful identity.

With more on-site storage, Glue was able to minimise costly offsite storage and optimise income-producing GLA footprint with more products on display.

Most importantly, staff at the Glue Stores retail business are able to provide a better customer experience with quick access to products.