



Macy's Oak Brook Center, Women's Shoe Department

Oak Brook, Illinois

Creating Connection in an Open Floor Plan

CHALLENGE

As part of its store remodel in Oak Brook, Illinois, Macy's desired a fresh environment for the women's shoes department, and wanted to apply these new concepts to additional Macy's locations in the future. Accordingly, we wanted to accommodate today's fast-paced customers and changing trends within a 15,400-square-foot shop-within-a-shop, bringing forth a concept that would incorporate flexibility for a changing business model.

SOLUTION

Through the use of open space, a light, tonal palette of color and finishes, and modular tables and furniture, we allowed for trend statements to flow easily within the overall plan. We used semi-transparent screen-like dividers to segment the space into separate "lifestyle rooms."

Curved aisles and fixtures set the focal point for the floor plan, using lighting to reinforce the flow. The seating interacts with display surfaces to lead customers easily through the space. The perimeter design produces visual movement and energy, while offering innovative ways to tell compelling stories about collections, brands, and trends. The furniture recalls a residential mid-twentieth-century ambiance, to create a welcoming, comfortable environment of quiet elegance.

A.R.E. Design Awards

First Place / 2011

Chain Store Age

First Place / 2010

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