



Products add an additional design element to the store's atmosphere while providing extra storage space on the sales floor.

The prototype was built to show the customer the total size and the durability of the rail system.



The installer shows the strength and steadiness of the shelving units.

Detail of the rail system.

Rendering of original product design.



Retail Sales Floor: High Density Mobile Shelving

designed by Joe Chang

SITUATION: A major clothing retail company was in need of some very specific storage. They were concerned that their customers were not able to find the clothing sizes they needed, especially during busy retail hours when their employees were not able to reach every customer. They also wanted to reduce their back room storage space to save on square footage costs within their stores.

SOLUTION: Through a process of needs identification, Vanerum•Stelter, STUdio design and our client worked together to create a specific solution. After creating custom renderings and specifications, the "jeans bar" came to life. Design friendly, mobile storage - where customers are able to shop right from to find the exact size of jeans they are looking for. The custom end panels were designed to be chalkboards that could be written on to showcase special promotions. This also reduced the storage space needed in the back room, leading to greater utilization of space in every part of the store. On top of answering these specific needs, Vanerum•Stelter also provided personalized project management, installation schedules, quick response solutions and installation specialists to ensure that the end user was completely satisfied.

RESULT: The product is being installed in over 100 stores, with more to come. The design was so well liked that other brands of the retail store began ordering similar renditions of the same idea, customizing the end panels with peg-boards.