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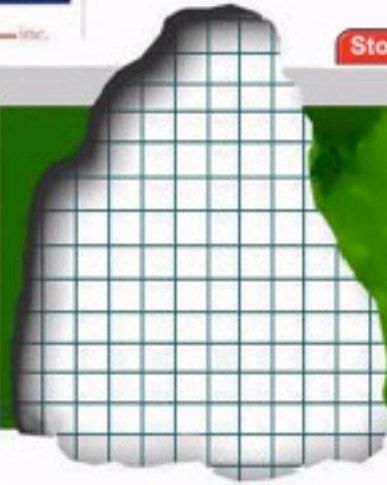
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## Store Planning Consultants

### Our Philosophy

"design with merchandising in mind"

"design from the product out, not from the walls in"



### Store Planning

- Store Design
- Graphic Programs
- Merchandising
- Project Management
- Construction Dwgs
- Turnkey Services
- Inventory Analysis



### Concept Shops

- Shop Design
- Branding Statements
- Roll Out Strategy
- Project Management
- Manufacturing Dwgs
- Turnkey Services
- Graphic Design



### Display Design

- Display Design
- Manufacturing Dwgs
- Project Coordination
- Roll Out & Distribution
- Project Handling
- Inventory Control
- Venue Variations



### Showrooms

- Interior Design
- Landlord Drawings
- Office Layout
- Lighting
- Retail Video Production
- Communication Design
- Furniture Planning



**NASFM AWARD**  
Store Planning  
Project: Successories



**MAGELLAN AWARD**  
Graphic Design & Marketing  
Project: Global Shop  
Store of the Future



**POPAI AWARD**  
Display Design  
Project: Revlon Eye  
Fashions



**3form** MATERIALS  
Solutions | Materials  
> HOME > INSTALLATION





# Store Planning

## Store Planning

**Ringling Bros. Store**  
VA, CT, NJ  
**Greatest Show On Earth**



**Teletouch Communication**  
TX, LA, TN, AR, OK  
**National Roll Out Turnkey**



**Cardsmart Gift Store**  
MA, RI, CT  
**Chain Prototype 3000s.f**



**Intersection Juniors**  
Santo Domingo  
**Chain Prototype 5000 s.f. |**

**Total Fitness Store**  
CT, NY, NJ, MA  
**Chain Prototype Turnkey**



**Suburban Liquor Store**  
Westchester, NY  
**Wines Around the World**



**Successories**  
IL, NJ, MA, CA, MO, WI  
**2000 VMSD Design Award**



**Everest Communication**  
KS, OK, MN  
**2001 Global Shop Feature**



**Fan Zone Stadium Store**  
Boston, St. Louis, Tampa  
**Celtics, Cardinals, Lighting**



**Crayola Home Store**  
Easton, PA  
**Visitor Center Store**

**No.1 Cheek Street**  
New York, NY  
**Cosmetic Makeup Center**



**Canal Jean Store**  
Soho, NY  
**Global Shop Future Store**





## Successories Prototype Design - Nasfm Award Winner

**Design for retail**, whether it is an entire store design, or a display design, a rigorous analysis of product, turns, categories dynamics, inventory levels, ease to shop, and operational concerns are part of our review to insure a profitable solution.

RDD Associates addresses every factor that ultimately impacts the success and bottom line to the project. Once the basics are reviewed and solutions are determined, RDD then creates innovative design solutions that are 100% functional and unique in design elements. Our distinctive Store Design has been acknowledged with two International Design Contest awards for Best Specialty

Store and Best Specialty Fixture Design. We work with your staff to determine all of your criteria needs for a successful project. We integrate your requirements along with our retail design expertise to create the perfect design solution for your company.

In addition to the design services, RDD has years of experience in construction management. We will monitor budgets, material, display purchasing and delivery to insure nothing falls through the cracks.

Scheduling is monitored and coordinated with your staff and the G.C. to insure critical delivery dates and make your opening date.



# Concept Shops

## Concept Shops

**Wal\*Mart Shoe Dept.**  
Nation Wide Rollout  
**Prototype for all Shoe Dept.**



**Hallmark Mass Retail**  
NY  
**NYC Flagship Exposure**



**Sector Watch**  
CT, NY, NJ  
**No Limits Concept Shop**



**Wal\*Mart Kids Dept.**  
Rogers, AR  
**First Years Dept. Concept**

**Crayola Licensing**  
NY, PA  
**Brand Prototype Globalshop**  
**Store of Future**



**Warner Bros. License**  
NY  
**Licensing Branded Shop**



**Pro Activewear Franco**  
Airports USA  
**Chain Prototype 300 s.f.**



**Smile Face Brand Shop**  
USA, Canada, UK  
**Shop Prototype 900 s.f.**



**Fan Zone Stadium Store**  
Boston, St. Louis, Tampa  
**Celtics, Cardinals, Lighting**

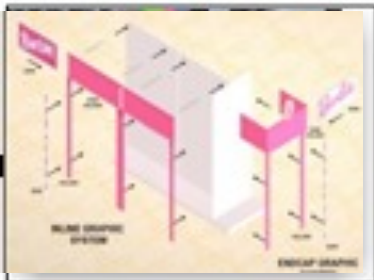


**Mudd Kids Apparel**  
Haddad - Federated  
**Prototype 200 s.f.**

**Sector Watch No Limits**  
High End Jewelers  
**Prototype 200 s.f.**



**Barbie Stationary Shop**  
Mass Retail  
**20 Linear Ft plus Endcap**





## Canal Jeans Store of the Future Prototype

**Merchandising**, RDD's motto is to "design with merchandise in mind". Every type of product has its own unique characteristics, size, shape, backup, packaging, inventory levels, assortment, and visual impact to consumers. When space is at a premium, we cut to the chase and maximize the capacity and productivity of the concept shop or a Shop in Shop concept.

Regardless if RDD is designing a Store, Concept Shop or Display, we do a detailed review of every factor go into making up a successful formula.

**Visual Merchandising**, Very often the success of a store or display is the result of proper visual merchandising. From the placement of the product to the graphic elements to express the idea, RDD provides solutions for an ongoing campaign. We preplan ways to easily manage and provide updates in the looks, color or messages. Our graphic, video production and marketing skills led to receiving the Display and Design Ideas national award at GlobalShop.



# Display Design

## Display Design and Manufacturing

**Revlon Sunglass Display**  
National Rollout  
2000 POPAI Award



**Maidenform**  
National Rollout  
Department Store Rollout

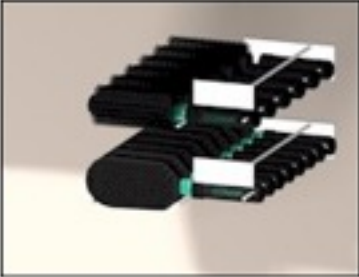


**Successories**  
Curve Concept Displays  
2004 Award Winner VMSD



**General Mills Outpost**  
National Rollout  
Breakfast Concept Display

**Conair Corp**  
National Rollout  
Inline Peg Horizontal Hook



**Nine West**  
Instore Jewelry  
Components  
Coordinated Props



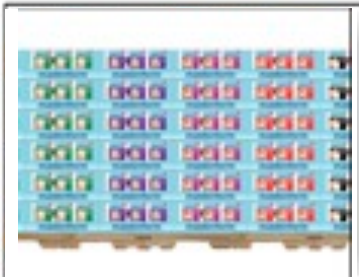
**Lego Display**  
Toy Departments  
Walmart, Target, Macy's



**Earth Shoes ESO**  
Shoe Department  
All Walmart Stores



**Fantas-Eyes Accessory**  
Belt and Access InLine  
Specialty Retailers



**Maidenform Pallet**  
Intimate Apparel  
COSCO

**Aigner Rustic Shoes**  
Shoe Department  
Macy's, Saks, Neiman's.



**True Form Floor Unit**  
Intimate Apparel  
Saks, Macy's, Neiman's





## Norman Rockwell - Licensed Display Setup Rogers Arkansas \* Walmart Exclusive Brand

**Display for all seasons**, is an important aspect for a successful display design. As part of the selling effort that a retailer or vendor takes on to move their product is producing the right display.

Most displays require over a years worth of sales to amortize the cost. The display needs to be strong, easy to shop, easy to replenish goods, easy to keep product orderly and versatile for any change in the product line.

RDD provides an extensive review of the product and all of the characteristics which

make up the dynamics of the presentation and sales effort.

Cost to manufacture is always a key element in the determination of the design. RDD oversees product loading, shipping, breakage or lost shipments as part of their services. RDD has a vast vault of resources who specialize in POP, metal, wood, plastic or corrugated displays. Our years of experience will insure that your product will capture the attention of each and every customer that passes by the display.



# Showroom Design

## Trade Booth - Showroom Design - Design Build Service

**Family Optics**  
Trade Booth  
NACDS Show



**Olivet International**  
5th Ave. NYC NY  
Luggage, Handbags



**Kaos**  
5th Ave. NYC NY  
Jewelry Accessories



**Davis Furniture**  
Lexington Ave. NYC NY  
Office, Contract Furniture

**Wal\*Mart Kansas City**  
George by ME Apparel  
Brand License Booth



**Fantas-Eyes**  
5th Ave. NYC NY  
Sunglasses, Belts,



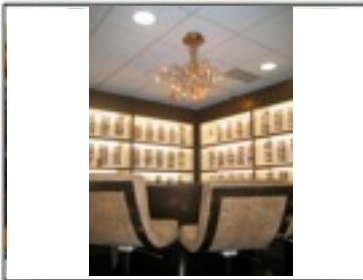
**Olivet International**  
5th Ave. NYC NY  
Luggage / Handbags



**Olivet International**  
5th Ave. NYC NY  
Luggage / Handbags



**Fantas - Eyes**  
5th Ave. NYC NY  
Sunglasses / Belts



**Fantas - Eyes**  
5th Ave. NYC NY  
Sunglasses / Belts

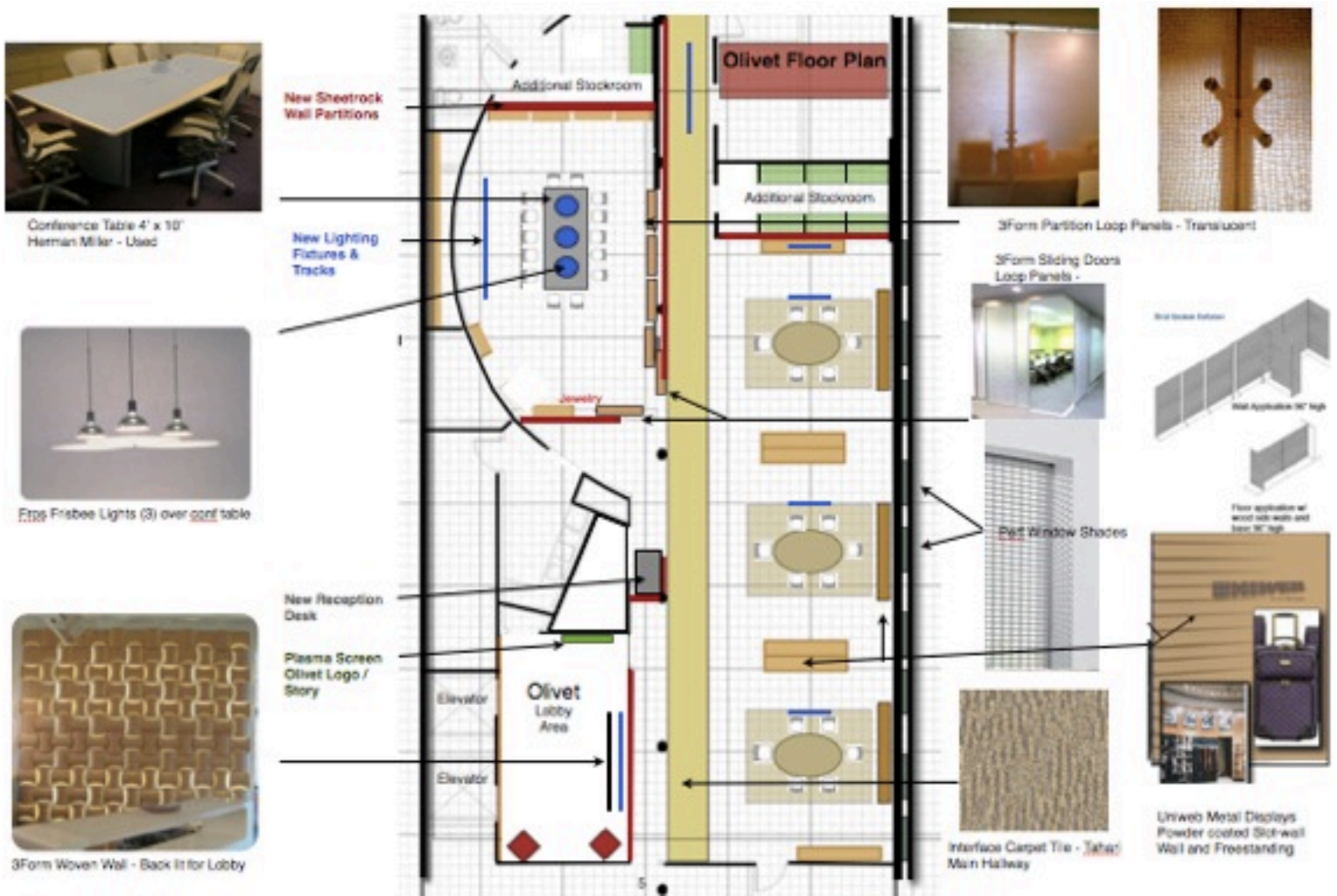
**Fantas - Eyes**  
5th Ave. NYC NY  
Sunglasses / Belts



**Manhattan Mini Storage**  
Box & Graphic Design  
Sex & the City - NYC Icon







## Olivet International Showroom 7500 sq.ft.

### Showroom Design for merchandise,

Showrooms are not only designed to look good but they need to show the product in the best way possible. RDD will take you from design to construction completion. Our focus is on the product, and how to best present it to your retailer so they buy the goods.

It's show time and we know how to light up the stage, get the action going and keeping all eyes on the product.

Our award winning Interior Design Staff will match the look, materials and color to

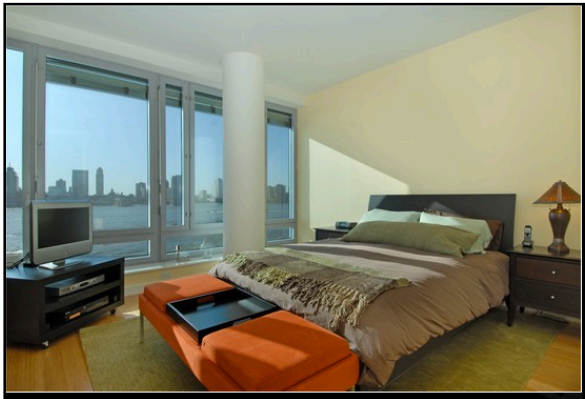
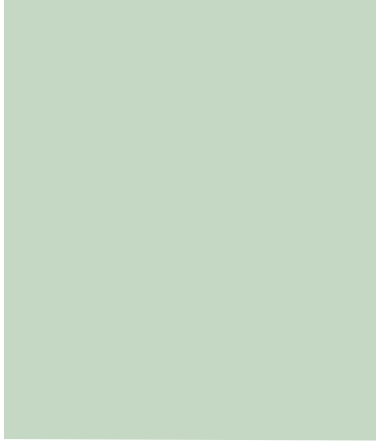
make your product pop, and make the buying experience a memorable one for your buyers. RDD knows how to go high end if that is the objective or appear to be high end with a limited budget. We know how to get the biggest bang for the buck.

Why let another Interior Design Firm paint you a pretty picture that does not take the most important factor into account. We put the design emphasis on showcasing your product first and then determine the Interior Design colors and finishes.

### Green Design Update

RDD Assoc. is working on a residence located at **Riverhouse**, a new Financial District Condo designed by David Rockwell Group.

All finish materials and furnishings meet the green standards set by LEEDS **Riverhouse** is one of the greenest residential buildings in America, exceeding Gold LEED certification (government sanctioned program) that encourages and regulates green building standards). Residents will enjoy twice filtered air, filtered water, non-toxic materials and lower energy costs. Not only did RDD design for green, RDD was able to find affordable materials and furniture which saved the clients green.



Living Room / Dining Room



Leeds "Green" Design





## At RDD Associates Inc.

We do take the guesswork out of design. We believe that every client should have a valid proof as to the potential sales levels, inventory levels, capacity levels before one nail is placed into the wall.

Through proven business models we have been able to deliver profitable stores, displays and concept shops for our clients.

Our award winning design and business approach to ever design has set us apart from the rest of the Retail Design Industry.

With over forty years of retail experience we are considered by many as the benchmark for Retail designs that bring profit to your bottom line.

## DISPLAY & DESIGN Ideas

June 2000



Left: The five consider the Successors chain to be one of its top 100 designs. Right: RDD worked on work at GoldShop 2000 in the Store of the Future exhibit.

## RDD Associates Inc

Integrating architecture and interior design, RDD designs with merchandise in mind

### Honors & Awards

- AIA/ASA Best Specialty Design Award, 1999
- PDMA Display Design Award, 1999, 2000
- IDPA/IDA Design Award, 1987
- Display & Design Magazine Top 40 Industry Leader, Fall 97

### Top ten projects, according to RDD

1. Fun Zone Teen Store, Boston and 14 cities
2. Banana Republic Catalogue Regency, Arkansas
3. Wal-Mart Super Store, Ches, VA and NJ
4. Ringling Bros., Circus, Va and NJ
5. Hudson, New York
6. Successors, NY, Ohio, and Ariz
7. Tobacco Communication, nationwide
8. Children's Collection, Houston
9. Soccer Watch, Conn
10. Conroy's, nationwide

### What is the historical foundation of your firm?

RDD provides an integration of architecture and interior design with a central merchandising strategy. Our clients are accomplished with a staff of merchandisers, architects, engineers, interior designers and graphic designers.

### What is your firm's basic philosophy?

Our philosophy is "Design with merchandise in mind." We give dollars per sq ft, ROI, inventory capacity and operational issues equal weight and work with the architect and construction team of a retail project.

### What are the firm's biggest design influences?

RDD has been influenced by the areas of providing interior solutions and the study of field conditions. We understand that at any level, operational issues, inventory control and the customer's ease of shopping all impact the success of the design. The most likely probability is how to a successful solution, which influences our approach due to the uniqueness of each project.

### What single project has represented the biggest challenge for your company?

Our biggest challenge was with Tobacco Communication stores. We had to deliver the program store and layout within 100 days for \$10 per sq ft, beyond the basic landlord build-out cost. We also knew that we had to have in place a great answer for great design. We created a unique graphic solution that gave Tobacco a sense of identity in its customers. It was also a challenge to design an internal show-room quality presentation that didn't require changing the customer flow. The success was realized when the second quarter financial report showed an

### increased gain in sales beyond what was projected with the 15 new store locations that RDD designed, constructed and completed.

What do you think is the new retail design trend in retail today?

We believe that technology has moved out of the back room to making and use into the solution. As the customer becomes harder to convince due to all the means of entertainment now readily available, the need to supply "new" factors at store level is great. Our goal is to integrate technology into the retail environment without making it too technical for the customer. **■**

**Location**

210 East 23rd Street  
Suite 13P  
New York, NY  
10010

**Years in Business: 34**

**Partners:**  
Jerry Birnbach F.I.S.P.  
Wichita Mann Birnbach

## Awards

- Fellowship to Institute of Store Planners
- Magellan Marketing Award - DDI Magazine
- Best Booth - IMRA, Globalshop
- Best Specialty Store - ISP/ VMSD, NASFM
- Walmart Vendor of the Year Design
- Best Displays Specialty - NASDM
- Best Display - POPAI Display Award Revlon
- Salon of the Year - Salon Magazine

## Industry Honors

- Contributing Editor - DDI Magazine
- National Design Judge
- Guest Speaker - Global, ISP, NASDM
- Examiner.com - NYC Retail Examiner

## SPECIAL REPORT

40 Under 40

# A special group

This month's collection of our industry's leaders reflects the diversity of today's design world

The features in this special installment of our "40 Under 40" feature have been involved in such diverse projects as the Volkswagen Memorial Center, the station for the world's largest cruise ship and a 100,000-sq-ft, bowling and billiards center, and

been nominated for a Grammy. Not your typical mall retailers, but these aren't typical designers. Their excellence in the industry has prompted these years to select them for this honor. Here's this month's 40 Under 40.

### Jerry Birnbach

The president and founder of Retail Design & Display (RDD) Springs, N.Y., is a "Top 50" store planning firm. Jerry Birnbach started his career in 1970 when, with two design partners, he became the president of a store planning firm, Birnbach/Birnbaum/Beane. After expanding, his small firm, he went out on his own, designing concept shops and displays for retailers. In one line, examples of his display design work in stores range from retail stores, mass retailer drug and variety stores to the country. The firm brought his message of "design with merchandise in mind" to the industry through articles, seminars and participation on the boards of many planning's executive committees. In 1995, the IDP made Birnbach a fellow to the organization.



Jerry Birnbach's colorful display design at GoldShop '97 was an example of the innovative display presentation.

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**DISPLAY & DESIGN**  
 IDEAS  
 JUNE 2000

PRODUCT MARKETING & DESIGN SOLUTIONS FOR STORE PLANNING & VISUAL MERCHANDISING



Turning your vision  
into reality



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Website: [www.rddassociatesinc.com](http://www.rddassociatesinc.com)