

CASE STUDY

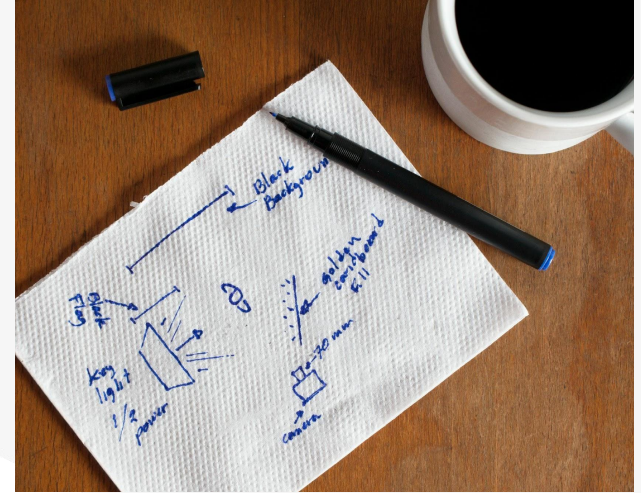
**at home**  
The Home Décor Superstore

 **MIDWEST**  
RETAIL SERVICES, Inc



# CLIENT SYNOPSIS

- ▶ At Home is a home decor superstore. With their warehouse-style retail environment, they needed multiple fixtures to showcase their merchandise for Black Friday.
- ▶ Their goal was to create vignette displays that would enable a number of stores to maximize space and cross-merchandise in a limited area. Our job was to execute their vision.
- ▶ We aimed to create custom shelving and manage the logistics so that the fixtures would make it in time for the sale.



*We were able to take a drawing the client drew on a napkin to visualize and execute the perfect display.*

# THE CHALLENGE

- ▶ At Home needed a quick turnaround custom display to showcase their best eye-catching merchandise for the holidays.



## CUSTOM DESIGN

The client needed customized shelving to tastefully display a lot of merchandise in a limited area. We were tasked with designing a showcase to maximize the space and engage buyers.



## FAST SHIPPING

This project needed to be designed and assembled before a strict deadline, their Black Friday sale.

# *Our shelving experts supported the client's vision at every stage.*

From ideation to execution, we were able to lead the client through creating the perfect custom vignettes for about 200 stores.

# OUR CONCEPT

- ▶ Our idea was to design a shelving solution to display At Home's products in a well-organized way to boost their sales.
- ▶ Through a design that the client had drawn on a napkin, we were able to work with them to design the best shelving option for their upcoming sale. This included multiple tall vignette shelves to accommodate their stock.
- ▶ Our design included a number of displays to accentuate the merchandise and create a visually engaging buying experience.





# DELIVERABLES

- ▶ We created shelving that took advantage of the vertical space and created a welcoming, home-like area, allowing shoppers to interact with the displays.

## OUR DELIVERABLES INCLUDED:

- ▶ A 7-piece customized vignette display for about 200 stores
- ▶ Shelving manufacturing, quality checks and logistics
- ▶ Easy-to-understand instructions and instructional videos to aid shelf assembly



# INSTRUCTIONAL VIDEOS

- ▶ Our deliverables included a video installation guide for store personnel. The videos showed the step-by-step process to assembling the shelves so that someone who has never set them up before can do so quickly and efficiently.



# LOGISTICS FOR THE WIN

- ▶ Due to the pandemic, supply chain issues were delaying shipments. The custom shelves needed to be delivered to the client in early November for installation before Black Friday. We were able to identify and remove potential roadblocks to the custom vignette shelves being shipped on time.

## OUR TEAM OF EXPERTS:

- ▶ Noticed that the LA ports where the packages were set to be delivered to were experiencing shipping delays due to supply chain bottlenecks.
- ▶ Identified a better route to minimize the risk of missing the deadline.
- ▶ Rerouted the shipment from Los Angeles to Houston.



# THE PROJECT BREAKDOWN

The custom-designed vignette display created a winter wonderland with optimal product placement to attract customers.



Our sales team noticed potential shipping delays



We rerouted the package to get there on time



The fixtures arrived before the deadline



Shelving arrived with video assembly instructions



# Results that speak...

*“Midwest Retail Services did a great job of coordinating one of the largest rollouts in our company history, our Vignette Displays. They were there for us every step of the way, from design, to prototypes, and program implementation. Their ability to communicate with our team was outstanding! I’d like to thank the team at Midwest for being a great partner!”*

— Brenden Mozjesik, **At Home Store Director**



**BENEFITS** —Convenience, Selection, Value

**RESULTS** —Accuracy, Delivery, Completion

**PEOPLE** —Experienced, Responsive, Thorough