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Every retail environment establishes its constituency through its branded image. However, as customers become increasingly numbed by the barrage of images they consume, the space of identity becomes increasingly clogged. One potential strategy to circumvent this phenomenon is to present a retail environment that deploys an intensive use of materiality in combination with programmatic invention. **Above:** Level two waiting zone.

Samsonite is an American-based international luggage company with a long-standing reputation for durable, quality-tested luggage with warranty and repair services that extend beyond sales. Over the past thirty years, the company has grown; it develops and maintains manufacturing and distribution locations worldwide, specializing in luggage, bags, cases, travel accessories, and information. Samsonite was the first luggage company to use television for advertising and building brand awareness.

Samsonite has recently made a product shift in its market, introducing a new line of high-end clothing. This shift has the potential to expand consumer identification with the established luggage company, either by integrating the two distinct product lines to offer new potential services or by maintaining separate distinctions to create an associative consumer response to two different offerings. This project proposes a

new showroom and sales facility that resituates the Samsonite corporate image and retail experience beyond reliability and guarantee of utility equipment, into the realm of high fashion clothing and gear.

The primary objective is to develop a marketing/systems strategy through which the company (re)presents itself, providing an innovative retail experience to consumers. With the advances in mass production, distribution, availability and turnover of unlimited goods and services available in today's market, companies are finding that product is not enough. Advertising is not enough. Designing an "exchange experience" is a necessary marketing tool that begins to differentiate one brand from another by negotiating and devising cultural standards and expectations.