



NBC CASE STUDY

THE UNIVERSITY OF KANSAS
Lawrence, Kansas

CHALLENGE

To create a modern art & design retail supply space utilizing fixtures that could efficiently be reorganized to fit the store's seasonal merchandising needs.

SOLUTION

Utilize the flexibility of OPTO fixtures to better organize its merchandise and make for a more shoppable experience. Additionally, create a self-service coffee destination within the store to help increase foot traffic.

RESULTS



increase in total YOY sales when comparing October 2016 and October 2017

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There is **no company I would rather work with than College Store Design** on any retail renovation.

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Jen O'Connor
Director - KU Bookstores

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For more information, visit CollegeStoreDesign.com/contact

