



EYE WISH GROENEVELD



SVT BRANDING
DESIGN GROUP



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Eye Wish Groeneveld differentiates itself from other opticians by focussing on personal attention and by having a wide and varying assortment in store. Eye Wish Groeneveld's new positioning has already been shown in several media campaigns since 2007, but the stores were a bit slow to follow. The optician wanted to bring the stores inline with the new positioning and asked SVT Branding & Design Group to develop a new retail concept.

In this concept we focus on an inspiring environment that shows the strongest points of the brand. Core values for the new retail concept are: personal, inspiration, craftsmanship and contemporary. The store has a totally different look & feel now. What makes the store special is that customers can 'funshop' which makes it easy for the potential customer to just walk in and look around as they want.

The in-store communication, developed by SVT, guides the consumer, making the shopping experience better and more inspiring. The existing brand identity of Eye Wish Groeneveld has been reviewed to be inline with the total store image, resulting in a new house style being developed. In the beginning of 2008 the first pilot store was opened in Hoogeveen, and as a result of its success there is a plan of how and when to renew the other Eye Wish Groeneveld stores according to the new concept.



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Entrepotdok 27 1018 AD Amsterdam The Netherlands
PHONE +31 (0)20 553 50 50 E-MAIL info@svt.nl

www.svt.nl

