Dear Students:

Thank you for participating in the Retail Design Institute’s 2017 International Student Store Design Competition. We think this year's Request for Proposal (RFP) format for the competition will give you a better understanding of the parameters that retail designers must work within when presenting a concept to a client. It includes the many challenges that designers and retailers face when trying to fit their design into a property, in a specific jurisdiction.

We hope the chosen category, Eyewear Store, will be of interest to you. At about 15% of retail sales and growing, online retailing remains a hot topic in the retail design industry, many on-line retailers are currently looking to add the dimension of a ‘bricks and mortar’ channel. Adding a physical manifestation of their brand as well as gather greater customer behavioral shopping data. As traditional the store market continues to feel the pressures of on-line sales, they have been spending time and revenue investing in their own on-line systems and delivery. Some traditional retailers who have also seen success at online sales, have been testing ‘omni-channel’ store environments to tie the two together and learn more about their customers. The online eyewear industry has been growing steadily, and these retailers see an advantage to creating a physical more closely aligned to the way they approach online sales, they are also not bogged down to traditional ways and metrics of traditional retailing, making them nimble to serving the needs of the business and customers. An online Eyewear Retailer developing it first ‘bricks & mortar’ prototype site is the opportunity we would like you to explore as part of your concept.

To give this year’s competition a creative edge, we have provided a space that is larger than the retailer’s program needs. What are you going to do with the extra space? What merchandising/omni-channel business concept do you recommend to enhance the customer experience? Your research should prove your recommendations to the client.

Should you have any questions regarding the RFP, please feel free to email Andrew McQuilkin at amcquilkin@retaildesigninstitute.org. We will also be posting the final program and cadd plans, as well as any additional addendums on our website under “competition” section/student design competition (www.retaildesigninstitute.org). We will be utilizing our Retail Design Institute's Facebook group page to post inspiration, to maintain a continuous dialogue, post the answers to any questions posted by students, and give professional advice from our members.

Our goal is to award creative thinking, to help your professors provide you a real-world holistic design process, and to introduce you to the exciting and dynamic career of retail design. If you are interested in learning more about retail design profession, you are welcome to visit a local Retail Design Institute chapter event/meeting. If there's no chapter near you, consider establishing your own student chapter on campus. We look forward to receiving your entries next spring. Historically, our winning students have accepted job offers in the retail design industry. If you are interested in a career in retail design you are welcome to visit a local chapter event/meeting. If there's no chapter near you, consider setting up your own student chapter on campus. We look forward to receiving your entries next spring.

Please note that this document mimics the ‘look and feel’ of an industry RFP professionals typically receive from retailers.

Good Luck!

Andrew McQuilkin, RDI
International President
Dear Design / Architecture Educator:

On behalf of the Student Design Competition Committee, we are pleased to announce the 2017 International Student Store Design Competition. As in previous years, we are requiring entries be submitted in electronic format only.

The format reflects the real-world RFP (Request for Proposal) format generally used by retailers. We have also included submittal requirements, which include a written explanation of the concept, a design process board that visually depicts the thinking and design process that is supported by consumer research findings.

We divided the process into three phases, programming, concept design, and final concept design development. Each phase’s development review is meant to be part of the class and final design development deliverables are the submission to the Retail Design Institute. As industry experts, we are concerned that the ability to conceptualize and ideate on paper is being lost to the limitations of 3D modeling computer programs, so we are requiring initial concept ‘line work’ to be hand drawn.

Store design is a holistic process, where retail design consultants that have turnkey design services have the advantage of understanding and delivering the marketing brand promise at the retail level. Services now offered by retail design consultants include: brand strategy, consumer research, identity design, graphic design, lighting design, interior design, architecture, technology integration, store planning and merchandising. To aid in the understanding of the expected level of design and deliverables, we have uploaded complete design submittals from winners over the last several along with this year’s RFP.

We have again created the opportunity for groups to participate, and nearly 15 groups did so last year. We hope you will include programs that encourage team efforts. And in anticipating the question: "What if a team includes an interior design, marketing and a graphic design majors?" -- the winning individuals and top group will receive prize monies along with the top schools.

To ensure that no project is started by a student until the beginning of 2017, the RFP’s ‘final’ allocation program, plan files and any additional supporting data will be made available on the Retail Design Institute website (www.retaildesigninstitute.org) in the ‘Current Competition’ section on January 3, 2017. Please use the Retail Design Institute’s Facebook page for ongoing dialogue and clarification of all RFP questions. Periodically, ruling clarifications will be summarized and uploaded to the Institute’s Competition page on our website.

All of us at the Institute wish you good luck in the development of your students’ entries. Please contact us if you have any questions regarding requirements or program. We welcome your insights about this program and your recommendations for improvement going forward.

My Regards,

Andrew McQuilkin, RDI
International President
Request for Proposal
2017

Store Design and Prototype Development
For On-Line Retailer
Eyewear Inc.
INVITATION

THE RETAIL DESIGN INSTITUTE invites all students presently enrolled in a recognized college level Architectural, Interior Design or Environmental Design program to join in the 2017 RETAIL DESIGN INSTITUTE Student Retail Interior Design Competition.

The RETAIL DESIGN INSTITUTE is a non-profit, International Professional Retail Design Organization. The Institute is offering this competition in hopes of generating interest among college level students in the field of retail design.

Our Mission Statement:
The Retail Design Institute promotes the advancement and collaborative practice of creating selling environments.

Winners of the following cash prizes will be NOTIFIED IMMEDIATELY FOLLOWING THE JUDGING in May 2017.

Individual Entries:
FIRST PRIZE $ 5,000.00
SECOND PRIZE $ 2,000.00
THIRD PRIZE $ 1,000.00
The Individual First Prize winner’s school will be awarded $ 500.00.

Group Entries (2 or more students):
FIRST PRIZE $ 1,000.00
SECOND PRIZE $ 0.00
THIRD PRIZE $ 0.00
The Group First Prize winner’s school will be awarded $ 500.00.

IT IS OUR HOPE THAT THIS PROJECT CAN BE INTEGRATED INTO THE CURRICULUM OF AN EXISTING PROGRAM OR THOSE STUDENTS WISHING TO ENTER THE COMPETITION COULD BE ASSIGNED THE PROJECT AS A DESIGN PROBLEM.

The Competition is open to all students as noted above. All students must notify their school officials. All entries must be received by the RETAIL DESIGN INSTITUTE no later than May 15th, 2017 – THERE IS NO ENTRY FEE FOR INDIVIDUALS, BUT GROUPS WILL NEED TO INCLUDE A $50 ENTRY FEE FOR EACH SUBMITTAL. (Enclose a check or money order made out the Retail Design Institute)

Entry Presentations will be submitted on CD-ROM of Flash Drive in a single file Adobe PDF (.pdf) format for the judging slides (concept, design layouts, and contact information, individual or group entry) as well as higher resolution images of each board (.jpg format, 11”x17” 300 dpi) and the written concept in Word (.doc). The disc/inner envelope will be labeled with the student’s name, school and contact information. ‘Group’ entries will need to be clearly labeled on the CD-ROM cover/inner envelope.

All entries (written concepts and images) submitted will become the property of RETAIL DESIGN INSTITUTE giving the Institute the right to use the images in but not limited to; publications, promotions, articles, the website, and seminars. The Winners will also be contacted for trade magazine article publication and permission to use their contact information in the article and on the website.
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INSTRUCTIONS AND CONDITIONS

Purpose of the Request for Proposal ("RFP")

Eyewear Inc. ("RETAILER") intends to create its first ever ‘bricks & mortar’ store prototype to be suitable for the future roll out and reinterpretation into other format types. Retailer intends to select a design firm concept and design process suitable for the future roll out of Retailer stores. The objective is to design, develop a prototype design into a 2000 square foot ‘Downtown’ store located in a Major Metropolitan to be completed by Spring, 2018.

The intent is to align the on-line experience to the store environment and intended consumer journey along with the new brand positioning; to create an effective design that conveys the physical brand to the guest while innovation though merchandising, sales process, technology, and operations.

Communications Regarding this RFP

To ensure consistency and fairness in the proposal process, please direct all official communications regarding this RFP to the RETAIL DESIGN INSTITUTE representative:

Andrew McQuilkin
Chairman and Student Design Competition Chair
BHDP Architecture
302 West Third Street
Cincinnati OH 45202
513-295-8373
amcquilkin@retaildesigninstitute.org

Schedule and Evaluation Process

RFP Issue Date, ..................................................................................................December, 2016
Final Program and Cadd Plan Web Release.............................................................January 3rd, 2017
Submittal Due .........................................................................................................May 15th, 2017
Judging...................................................................................................................End-May, 2017
Awards Notification................................................................................................Early-June, 2017

These dates are subject to change at RETAIL DESIGN INSTITUTE’s discretion.

Questions

RETAIL DESIGN INSTITUTE will be happy to answer all RFP-related questions that are submitted via e-mail to amcquilkin@retaildesigninstitute.org. Questions will be consolidated and answered to all via posting to the Retail Design Institute’s Facebook page. Monthly updates the Q&A (important clarifications, modification, or additions to the RFP) will also be posted on the Retail Design Institute’s page for this year’s student competition. (www.retaildesigninstitute.org). Be sure to check for monthly updates.

Submission Ownership and Rights

All contest materials and other documentation submitted with the proposal will become the property of RETAIL DESIGN INSTITUTE.

Student Responses

Please submit your concept design proposal in a sealed envelope/box marked “Confidential”, including all other requested data, addressed to:

Andrew McQuilkin, FRDI
Chair, Student Design Competition
BHDP Architecture
302 West Third Street
Cincinnati, OH 45202
513-295-8373

Responses must be received by 5:00 pm on May 15th, 2017.
**Concept Design Selection**

The design selected will be chosen for offering the greatest total benefit to Eyewear Inc.

**Selection Criteria**

Below are the criteria that will be used to evaluate the Store Design Concept:

- Demonstrate the experience to understand the retail practices of an Eyewear retailer and translate that understanding into a new prototype design that is consistent with company goals.
- Demonstrate a Brand Development Concept that is conducive to Retailer’s Consumer research, positioning and intended customer journey.
- Demonstrate the ability to deliver a focused story telling of the design and attention to the scope of work determined.
- Demonstrate strategic and innovative thinking in storefront design, interior design, planning, merchandising/merchandise presentation, lighting, and interior signage/graphics.
- The incorporation of innovative selling technologies that will enhance the customer journey and experience.
- Ability to pull all the above brand and store elements together into a consistent message to the customer.

**Notification:** Winning students will be notified by phone by the judging chair.
RETAILER BACKGROUND INFORMATION

RETAILER Company Overview
Eyewear, Inc. has 12 years of experience being a provider of fashionable eyewear on-line; offerings celebrity endorsed lines on a site that is intuitive, time conscious, inspirational, and leverage the latest technologies like “SeeMee” a proprietary augmented reality software. Retailer is a privately held company with a major private equity backer and is headquartered in Los Angeles, California, USA. Retailer serves the on-line public with both men’s and women’s sunglasses and prescription frames with annual sales of 550 million and averaging 30% year over year. The company wish to launch the new store with onsite automated prescription measurements and fulfillment.

Eyewear, Inc. will compete with major traditional retailers in the U.S. like; Luxottica (Lens Crafters, Sunglass Hut etc.), America’s Best, and Eyemart, as well as, On-line retailers who have also made the journey to ‘bricks and mortar like; Jins and Warby Parker.

Positioning Statement
As an industry leader, Eyewear Inc. provides its guest with the highest quality classic frames through a seamless and intuitive service experience for the fashion savvy. Eyewear Inc. offers a wide range of service and customization through our expert sales technicians and proprietary technologies. We offer an in-store experience that seamlessly aligns to our digital side but with the added layer of personal services, hospitality, and loyalty rewards.

Store Format
Eyewear, Inc. will operate out of two store formats. The first in the US; 2000 square foot urban ‘Downtown’ store located around Metropolitan areas in the West; Starting with Los Angeles, then San Francisco and San Diego. The second (Fall 2019) ‘High-End Center’ format of 3000 square feet is in “A” level Lifestyle developments and Malls on the South west and South East Coasts.

The new prototype LA prototype is intended to compete in California and the Southwest with other National Chain 'Downtown' stores inside of major cities and in proximity to other On-line Retailers with new stores. If successful, key design elements will be scaled up into existing Lifestyle Center locations. The new store planned will be a new street front ground-up construction or takeover (with new storefront) that will incorporate the full prototype with the intent to test the store size and all the design concepts.
Scope of Submittal

The scope of services requested is as outlined below. The student is to provide a concept design inclusive of the deliverables below. RETAIL DESIGN INSTITUTE will select the Design that best meets the overall objectives. It is anticipated that the process will be divided into the following phases.

Understanding and Programming:

The Student in consultation with their professor will review Eyewear Retailer developed program and positioning for the prototype store to ascertain the objectives and requirements for the project. The Student will review the project objectives and gain understanding of what areas of the prototype need to be addressed and what if any areas may be excluded from the design or only modified in some way. It is recommended that Students utilize their own research and data as well as visit and review competitors or other Eyewear retailers for proposing best practices ideas.

Concept Design:

The Student will develop from the Program (issued on January 3rd, 2017), the space plans for the prototype including conceptual design of the exterior and interior building elements, merchandise fixture layouts, and service/experience areas. The Student is to provide materials and methods to achieve the design intent. The scope of work includes review of brand positioning including branding elements and translation of brand attributes to the retail environment. It is recommended that the Designer select a working name for the concept instead of “Eyewear, Inc.”, however, the designer is not being judged on the renaming, store logo or tag line. The Student’s scope of work includes incorporating their initial concept ideas into the store front, interior graphics, signage, way finding, lifestyle graphics (if part of the concept) and the exploration of relevant sales technologies and their incorporation into the guest journey. It is the intent that the new store front and its windows reflect the store’s brand positioning and the incorporation of new interactive technologies. The project judging will exclude evaluation of any the design of the exterior signs, service menus, and packaging. The Institute will provide final information regarding program requirements and potential services for the Student to utilize in the layout and design (see appendix ‘X’ issued January 3rd). The initial concept board will be illustrated should be presented for review and approval of the professor before further development on the Concept design deliverables.

Final Concept Design Development:

Based on the approval of the Concept Design proposal, the Student will provide a detailed design indicating the following:

- Store layout and floor plan
- Front elevation and Entry
- Interior finishes (scanned)
- Key Merchandising
- Planning of fixture layouts
- **Rendered Hand Drawn Line-work** views/sketches of key areas to best demonstrate the concept design
- Millwork and fixture designs including cash wrap.
- Ceiling lighting plan and fixture types
**Required information**

Each concept design presentation submittal must provide the following minimum information to be evaluated as part of the selection criteria.

**Adobe PDF Format** (11"x17") combined file (max 50 MB), and separate high resolution files for each slide (max 10MB/200dpi each):

**Slide 1. CONCEPT PHILOSOPHY:** Please provide an overview of your overriding concept and brand strategy. In your view, what are the top three critical factors for a successful business / design solution for an Eyewear Retailer and how does your concept address the these factor: a single paragraph (18pt font min.) with the three major key bullet points on the first slide of the PDF and as a separate file on the cdrom, 500 words or less (11"x17” size in Adobe .pdf format).

**Slide 2. DESIGN PROCESS:** Demonstrate your concept design development process through a collage of images, customer journey, bubble diagrams, hand drawn sketches and/or words, and as a separate file on the cdrom, 11"x17” 200dpi .jpg format (max 10 MB).

**Slide 3. SPACE PLAN:** Interior Plans of the store indicating storefront, partitions and doors, location of service areas along with required seating, aisles, floor fixtures, service desk, cash wraps, furniture, displays, operating facilities, etc. Also, include as separate files on the cdrom, 11”x17” 200dpi .jpg format (max 10 MB) (Add measurement scale)

**Slide 4. STOREFRONT ELEVATION and ENTRY:** View from the exterior showing building design and signing. Elevations to be of the entire front of the building, possible canopy, extending from the entry. Include detailed part-elevation of entry. Also, include as separate files on the cdrom, 11”x17” 200dpi .jpg format (max 10MB) (Add measurement scale)

**Slide 5. THREE COLOR INTERIOR ELEVATIONS (MINIMUM):** Show the best elevations that communicates your concept. Also, include as separate files on the cdrom, 11”x17” 200dpi .jpg format (max 10MB) (Add measurement scale)

**Slide 6. DESIGN REFLECTED CEILING/LIGHTING PLANS:** Indicate design features, general illumination and accent lighting. Also, include as a separate file on the cdrom, 11”x17” 200dpi .jpg format (max 10MB) (Add measurement scale)

**Slides 7 and 8. TWO REQUIRED “HAND DRAWN LINWORK” PERSPECTIVES that best characterize the concept design, one rendering to be an interior view from the entrance. (Photoshopped for shadow, color, materials, and graphics preferred) Also include as separate files on the cdrom, 11”x17” 200dpi .jpg format (max 10MB).

**Slide 9. COLOR AND FINISHES:** Scan or render all major samples. No real samples will be accepted. Also, include as a separate file on the cdrom, 11”x17” 200dpi .jpg format (max 10MB)

**Slide 10. INDIVIDUAL ENTRANT**
Student Name, Years as a Design/Architecture Student, Mailing Address, Permanent Address, email address and Telephone Number. **SCHOOL** Name, School Address, School Official, Official Telephone Number **PROFESSOR** Name, Mailing Address, School Address, email address and Telephone Number. 
Or **GROUP ENTRANT**
Student Names, Years as Design/Architecture Students, Mailing Address, Permanent Address, email address and Telephone Number. **SCHOOL** Name, School Address, School Official, Official Telephone Number **PROFESSOR** Name, Mailing Address, School Address, email address and Telephone Number. 
Note: Slide 10 will be ‘hidden’ from our judges until the winners are selected.

**STUDENT’S NAME AND SCHOOL INFORMATION IS NOT TO APPEAR ON SLIDES 1-9.**
THE SITE PLAN

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) January 3rd 2017
RESOURCES

ONLINE ARTICLES

To Be Uploaded to the Retail Design Institute Website (www.retaildesigninstitute.org) on January 2nd 2017

RECOMMENDED READING

Silent Selling: Best Practices and Effective Strategies in Visual Merchandising - Judith A. Bell
Retail (r)Evolution – David Kepron http://www.retail-r-evolution.com/
Retail Schmetail – Sanford Stein http://www.retailschmetail.com/

COMPETITOR’S WEBSITES

http://www.lenscrafters.com
http://www.sunglasshut.com
http://www.americasbest.com
http://www.chillibeans.com
http://www.warbyparker.com
http://www.jins.com.com
http://www.vintageframescompany.com

WEBSITE LINKS

http://www.spectr-magazine.com
http://www.oaa.org
http://www.luxuryeyewearforum.com
THE BUILDING SHELL PLAN

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) January 3rd 2017
APPENDIX “X” THE FINAL SQUARE METER/SQUARE FOOT PROGRAM: for 2017

To Be Uploaded to the Retail Design Institute Website
(www.retaildesigninstitute.org) January 3rd 2017