

## *Linda's Online – Upper East Side, New York, NY*

Since establishing her first New York City store in 2005, Linda the Bra Lady's mission is to achieve the right fit for each customer. An expert staff of Bra Divas—skilled fitters who hand-select each bra + swimsuit for quality and fit—are the focus of the store layout and design. For Linda's 3rd Manhattan location, key design elements include:



- Corner retail site selection to maximize the window displays and merchandise
- Customer changing rooms to accommodate measurement and fittings for new bras and swimwear
- Prominently featured stockroom, showcasing Linda's inventory of over 275 Bra sizes
- Coordination with the Store Designer for window + sales floor displays
- A gentle ramp bridging the difference in floor levels at the entrance, while showcasing the store's latest products and providing stroller access for customers
- Incorporating brand design elements from the earlier stores to maintain consistency of finishes and lighting

