

SPANX

A Single Source for Evolving Design

The Client

The Spanx brand now houses over 200 products ranging from slimming apparel and swimsuits, to bras, active wear and men's undershirts. With an array of problem-solving products for every body type and budget, Spanx has secured its place in women's hearts and in pop-culture with daily mentions everywhere from CNN to SNL. Headquartered in Atlanta, GA and opening retail shops across the United States, Spanx can now be found worldwide in more than 50 countries. In addition to shaping bodies from Savannah to Singapore, SPANX also shapes the world by focusing on their mission: "To help women feel great about themselves and their potential."

The Initial Situation

One of our clients, The Paradies Shops who operate more than 550 stores in over 75 airports and hotels, had entered into an agreement with Spanx to build their stores in airports. The Atlanta store would be the first of the standalone stores for Spanx. When we first reviewed the plans, many finishes had already been selected. The Senior Designer from Spanx still had numerous decisions to make and we were able to establish a relationship with him by providing good information and unbiased recommendations for the best products.

Shortened Lead Time Red Quartz

The sales area flooring was comprised of red engineered quartz with a 10-week lead time from Europe. We stayed out in front of their red quartz tile needs (for use in airports and in early mall stores) by taking into account import time frames so material was delivered on time.

Major Cost Reduction Porcelain Plank

A high-priced brown/black porcelain plank, with no unique features to support such a price, was specified on the sales floor surrounding the red carpet. We offered various espresso colored porcelain planks at a significant savings without compromising the design intent or the performance. The final selection resulted in a savings of over \$10,000 per store for four stores in one year for a total savings of about \$43,000.



Solutions

- Saved over \$10,000 per store with espresso porcelain plank
- Cut costs by 2/3 with patterned pink carpet
- Improved customer comfort
- Material arrived to stores on time

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Significant Cost Reduction and Improved Durability **Pink Carpet**
 The Spanx prototype dressing room custom carpet specification was bubble gum pink with a high silk content and high price to accompany it. The silk carpet added unnecessary costs without adding value. On the contrary, the significant amount of silk compromised the durability. As it happened, the custom pink carpet would not be available in the required time frame for an additional store. Storefloors was able to quickly value engineer the dressing room carpet. And subsequently another change was made to add texture, pattern and an accent color. The result has been the same design intent and better performance. These benefits came to Spanx at 1/3 the cost of the original

meaning the carpet looked good in the store rather than worn. At Spanx' request we added a custom cushion backing.

Storefloors Handles Evolving Client Design Needs

Spanx selected Storefloors as their single source supplier for all things flooring (and some walls) for their standalone stores. We have worked closely with Spanx' Sr. Manager Global Visual Merchandising & Store Design. Their growth plan was implemented and Spanx proceeded to build out more mall stores. Since Storefloors is a single source supplier for all these various finishes, we see to it that

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dressing room carpet. While there is a "special order" aspect to the new pink carpet, the manufacturer partners with us to be sure we're able to meet our delivery time frames. To give their customers and "at home" feel, this dressing room carpet is installed over a special pad.

Improved Performance **Red Sales Area Carpet**
 The original specification for sales area carpet was a custom red cut pile broadloom which was monochromatic and showed every unwelcome stain and blemish. Then, when Spanx wanted to improve the performance of the carpet, we worked closely with Spanx' new Sr. Manager to make that happen. We moved away from a broadloom to a red carpet tile, consisting of various reds and oranges, with textured loops in various heights. The custom color and texture combination provided a subtle pattern, more durable and forgiving,

national account pricing is fixed, that their finishes are always available, that our takeoffs are accurate, and that delivery logistics are coordinated from order point through proof of delivery.

Recently, it has been our pleasure to work closely with Spanx to find another porcelain plank with more subtle grays and browns than the original espresso color. Additionally, we have recommended new materials for some storefronts that are lightweight, large format, very durable and very, well, Spanx!

As Spanx' vision evolves in their stores' personalities and design, we are the business partner that is always available to offer finish options that bring their visions to life. And are ever vigilant about their design intent, budget and product performance and how interior finishes can help them support their brand.