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## PRESS RELEASE

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### **BCBG, idX team up to create a new home for Lola** *New store concept at Mall of America emulates her apartment, Complete with fireplace, spiral staircase, and closet*

MINNEAPOLIS, MN - Lola is stylish, but with a mind of her own. She likes a little pink, but she's no princess. And she definitely likes to mix it up. Now, she has a rocking new home of her own at Mall of America, thanks to a partnership between BCBGMAXAZRIAGROUP and idX Corporation.

Lola is a lifestyle collection of runway trends edited to a specific taste for girls who live on a budget and want a boutique shopping experience with personalized service.

Lola's story began just this past February, when Max Azria went to Danny Moizel, BCBG's Sr. Vice President of Real Estate, and told him he needed a Herculean effort to bring Lola to life for the fall season.

Moizel in turn issued a challenge to Chris Love, BCBG's Vice President of Architecture and Construction, and his team: Come up with a concept for Lola that will appeal to young women ages 16-26, and do it quickly.

Love put together a small group-just six people representing design, merchandising, visual, buying and himself. For the next two weeks, the group set aside one hour a day for what they called "Hit It and Quit It" meetings.

"Who is Lola? What's the price point? Where does she shop? Who's her dog? Where does she live? What's missing in the marketplace when Lola goes shopping? How can we give her apartment a vibe?" To the entire team, and throughout the process, Lola was a real person. Everything they did was for Lola.

Everyone came to the meetings with ideas, magazine photos and more. They developed a story board wall kept under lock and key in a "concept room" behind Chris Love's office.

The resulting store design is as unique as Lola herself and reflects her taste, her personality and the way she lives. It is her at-home world brought to life in a boutique setting. Comprised of a series of rooms that she lives in, the store replicates her studio living room, bedroom and closet.

#### **Hitting the Road**

With the Lola plan complete, the team put together a concept book on the store, and sent it to 14 fixture companies. In March, Love and his team met with all 14 companies at GlobalShop, holding back-to-back one-hour meetings.



BCBG's choice for partnering on the project was idX Corporation, a worldwide leader in fixture manufacturing, logistics and project management for the retail, hospitality, financial and point-of-purchase markets.

"It was a new retail concept altogether with incredible potential," said Mike Burton, idX St. Louis Vice President of Business Development. "We were thrilled to work so closely with the entire Lola team from the beginning, helping refine what was clearly going to be a great success."

idX quickly prototyped the fixtures, built a model store in their St. Louis showroom and top BCBG executives flew into St. Louis to review it. For many of them, it was the first time they had seen the

Lola store concept, and they loved it. After a few tweaks, Danny Moizel jumped on a plane to Las Vegas in May, where he presented the concept to a very receptive audience of developers, and Chris Love flew to China, where he visited idX's manufacturing facility near Shanghai.

Lola became the launch pad for idX's new program that allows fixtures to be shipped directly from its China manufacturing facility to the store. The program, made possible because idX's China operation is wholly owned, offers significant time savings, which were critical to this project.

"idX were true partners on this project," Love said. "We went from concept to reality in six months, and we couldn't have pulled this off without their hard work and incredible resources. They were not the lowest-priced supplier, but we had the most confidence in idX and felt they would be able to successfully execute this project, which was critically important to BCBG."

Love pulled together a small team and sent them to Minneapolis to "hand-build" Lola's first home at Mall of America. The team went shopping-buying everything from spray paint, glue guns and glitter, lighting globes, bicycles and other hand-selected visual elements.

"To all of us, Lola was a real person," said Designer Amanda Thevenot. "It was more like helping my little sister decorate her apartment than it was designing a store."

## Lola's Apartment



Everything in the 3,000 sq. ft. store relates to the girl whose profile was developed by the Lola team-the space is her Lower East Side studio apartment, with an eclectic flare.

The spiral staircase adds a WOW moment when you enter the store, vertically enhancing the store and breaking up the horizontal lines of the fixtures, while also providing a creative way to display accessories. The living room area of the store even has a fireplace, complete with a mouse running into a hole beside it.

In the bedroom area, Lola's dresser is actually the cashwrap, and her "day bed" is where basics are displayed. Her closet is the fitting room, of course. And just like Lola would do, the team pasted cut-out magazine photos, poems and other items dear to her

heart on the wall-a carry-over from the story board wall in the Concept Room.

Salvaged doors give the store front some Lower East Side character, along with trompe l'oeil hand-painted architectural details on the glass and hand-drawn graphics by BCBG designer David Lazo.

Nearly every component in the space was engineered and manufactured by idX Corp. The fixtures are specifically designed to work with Lola's fast fashion concept. The wall displays were produced to clip in place and provide architectural detailing without making dramatic changes to the interior architecture. idX also provided clever fixture details that make the interior displays flexible and easier to merchandize for the store associates.

And then there's the music, which "is rocking," according to Project Manager Isabel Moreno. There's everything from the most current hip-hop to classic hits-an eclectic mix that Lola and her friends love. The goal was to get girls to unplug their iPods when they come into store so they can enjoy the music.

Lola opened her doors at Mall of America on Oct.15, closely followed by Plaza las Americas in San Juan on Oct. 28. As expected, young women have responded phenomenally well. "Sales are far better than expected," Love said. "Because the vibe is so cool and the sales people are trained to relate to the customers, girls don't want to leave the store."

#### **About idX Corporation**

idX Corporation, the preeminent manufacturer of consumer environments, offers superior craftsmanship, comprehensive technical capabilities, world-class project management, and turn-key retail services - the complete solution for the retail, hospitality, financial and point-of-purchase markets. To meet the needs of global customers, idX has facilities and offices worldwide housing nearly 2,000,000 square feet of manufacturing and warehousing space, and more than 700 dedicated idX employees. idX's portfolio reflects some of the best-known names in retail, hospitality and finance: Guess?, Clearwire, Levi's, Ralph Lauren, Microsoft, Marriott Corp., Tommy Hilfiger, Express, Starbucks, CitiGroup, Calvin Klein, Charles Schwab, Belk, Old Navy, JCPenney, TJX, Hanes Brands, T-Mobile, Kroger, Chico's and Michael Kors. . For more information, visit [www.idxcorporation.com](http://www.idxcorporation.com).

#### **About BCBGMAXAZRIAGROUP**

Founded in 1989, BCBGMAXAZRIAGROUP is the lifetime vision of one man: Founder, Designer and Chief Executive Officer Max Azria. Named for the French phrase "bon chic, bon genre," Parisian slang for "good style, good attitude," the brand embodies a true combination of European sophistication and American spirit. BCBGMAXAZRIAGROUP designs, develops, produces and markets complete collections of women's ready-to-wear and accessories, each known for being at the forefront of creativity, quality and style. The Group is a worldwide leader in ready-to-wear, encompassing a portfolio of over 20 brands, including BCBGMAXAZRIA, Max Azria, Herve Leger, BCBGeneration and Lola, and a retail and wholesale network that include more than 13,500 points of sale throughout the world. For more information, visit [www.bcbgmaxazriagroup.com](http://www.bcbgmaxazriagroup.com).