

# GRID/3's Accoutrement brings a youthful, club-like vibe to jewelry shopping

**G**RID/3 International Inc., New York, simplifies jewelry shopping and makes it fun for a new generation of youthful, sophisticated shoppers.

Accoutrement is a jewelry store/club for Echo Boomers that provides an introduction to and education about fine jewelry, as well as an entertaining experience. Located among cutting-edge fashion boutiques and clubs that are out of the retail mainstream, the venue entices customers with a "hipness" factor and an exclusive club-like vibe.

The "bouncer" (actually a security guard) welcomes customers to Accoutrement and assures an orderly environment. The right side of the space is the do-it-yourself (DIY) section, where a series of vending machine display cases on the wall allow customers to

make purchases. A plastic charge card is inserted, then by dialing the number of the case and of the item on a cell phone, the shopper can listen to information about the item selected. Images of the item are easily sent to friends for sharing or comments. The customer simply presses the "buy" button, and the item is immediately delivered from the vending unit.

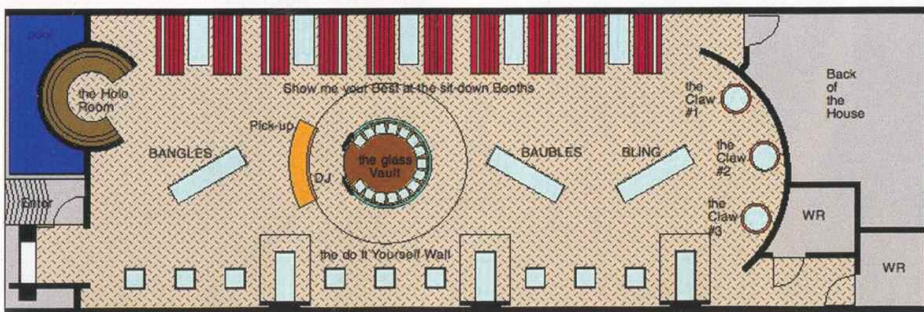
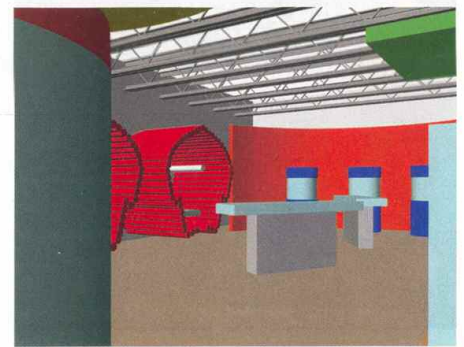
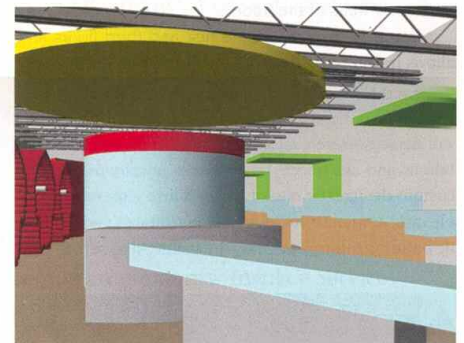
At the center of Accoutrement is a glass security vault, designed to function much like a central, open kitchen in a restaurant. Merchandise in the vault is on display, and a wrap-around counter serves as an interactive station where jewelry can be "served up" to customers. It also doubles as a DJ booth, delivering cool sounds that add to the club-like atmosphere.

On the left side of the space are a series of curvilinear,

upholstered booths, where customers are served beverages and snacks. From here, customers can order items of jewelry for their examination while relaxing. These items are brought by "waiters," who are knowledgeable sales associates and casually interact with customers.

At the rear of the store are fun "Claw" game modules, where customers can pursue merchandise by price categories, competing to see who is the most skilled.

A cylindrical, enclosed seating area is situated at the front of the store, and appears to float in the midst of a reflecting pool. A holographic theater projects images of jewelry, showing how the jewelry completes various fashion looks. The entire space allows interaction and education in an informal and entertaining format for a young audience.



GRID/3 attracts trendy, young shoppers with a contemporary interior, a DJ, private booths, jewelry vending machines and an in-store game called the "Claw."

## ABOUT GRID/3 INTERNATIONAL

**GRID/3 International Inc.**  
555 Eighth Ave., Ste. 1003  
New York, NY 10018  
(212) 391-1162  
[www.grid3.com](http://www.grid3.com)

New York-based GRID/3 International has more than 25 years of experience in the planning and design of retail stores, including a portfolio that is 50 percent designs for independent jewelry stores. The company believes in "creating profitable selling environments," and has done so for clients in the United States, Canada, Latin America, Africa and Australia. Significant projects include Fortunoff, Robbins Diamonds, Bove Jewelers and William Barthman.