



## Martin + Osa

DESIGNING A NEW RETAIL EXPERIENCE FROM BLANK PAGE TO OPEN STORES

### DISCIPLINE

Brand Innovation

*"Bulldog Drummond helped us take an initial idea to a fully immersive retail brand that was breakout for the category"*

K PILOT, PRESIDENT

### CHALLENGE

American Eagle Outfitters had built an iconic teen fashion brand around the idea that fashion could be wholesome, honest and hip—without costing an arm and a leg. They wanted to extend this same expertise, capability and brand loyalty to the next generation of consumers. Bulldog Drummond was asked to join the AEO team to develop a clear understanding of that audience and then help to name, design and launch a new retail brand for them.

### RESULT

We developed the brand vision "Clothing for a life in motion" around the consumer insight that the lines between fun and work, morning and evening, formal and casual are blurring for 25 to 40 year-olds. In order to reflect this idea, we named the brand Martin + Osa—a historic husband and wife adventure team who embodied that very spirit. With the name in place we designed each part of the brand identity, from the logo, to hangtags, labeling, and unique in-store and online experiences. The stores opened to rave reviews and were heralded as an example of a new immersive way to create retail engagement.

