

KSF

Global

CASE STUDY

Skechers

Showroom Excellence:
Cost-Effective Design and a Seamless Turnaround



Case study

Introduction

Skechers is a leading brand in the sport and comfort footwear category. The company has a well-defined target segment and a loyal customer base.

Operating through both its retail stores and retail partners in their wholesale business, Skechers faced the challenge of presenting their apparel and shoe product range not only to consumers but also to retailers.

The Problem

The client required shelving and displays for two showrooms in the UK and Ireland to showcase their product ranges to key retail partners.

Faced with challenges from their existing supplier, they turned to us for assistance. We were tasked with delivering high-quality displays at a reasonable cost, with a critical emphasis on swift installation due to an impending change of season.

Products installed:

- / Showroom wall displays
- / Branded display headers



The Brief

The client's brief aimed to maximise space in their newly established showrooms in Manchester and Dublin.

The brief included:

- Cost-effectiveness: Their current supplier's quote was high.
- Speed: Concept to installation to be accomplished in 6 weeks.
- Versatility: The design needed to be adaptable and future-proof.

Adaptability was key, leading us to create a range of robust yet versatile display shelves, that were capable of quick adaptation for various product categories.

And finally, the cost needed to be highly competitive to promptly secure management approval in time for the change of season.



The Results

Given the short lead time, our team came up with a very practical design that delivered value, effectiveness and functionality. A highly competitive proposal was presented, with the initial showroom concept winning approval within a week through close collaboration.

To meet the clients demands for quality, affordability, rapid turnaround, and flawless installation, we mobilised our international supply team and partnered with a top shopfitter.

Adjustments were made swiftly to accommodate showroom layout changes, and the first sample for the trial showroom was produced in the UK facility within just 3 weeks.

Thanks to our well-established and efficient international sourcing and manufacturing network, we were able to help the client reduce costs by over 50%.

Our team produced high-quality and sturdy shelving that could be modified quickly for different product ranges.

The whole project was implemented with thorough understanding of the customer's pain points, an accurate proposal of suitable POS display format and style options.

Proactive project management and effective communication played a crucial role in completing this project, as well as our significant experience in international logistics, local execution and achieving optimal cost-efficiency.



Project Journey Overview

Creative Proposal & Design

The client sought a solution for their high-cost situation, and we committed to help by leveraging international operations and local execution capabilities.

Technical Development

They required adaptable shelves for various product ranges. Our technical and design team proposed a showroom design that aligned with the brand's essence, offering flexibility for different-sized products and various angles to accommodate complete product categories.

Volume Production & Trial

We efficiently managed the production of different shelf materials within a tight timeline, carefully overseeing outsourced tasks to avoid delays.

Logistics & Installation

We seamlessly managed logistics and installation, ensuring no delays in transportation or installation.

The client expressed high satisfaction with the project, leading to discussions about further cost-savings with far-east production facilities.



The final wall displays in the Skechers showroom

Testimonial

"The work is brilliant. I am happy to work with the team at KSF Global, who are very reliable and trustworthy. Their costing is very competitive."

Marketing Manager, Skechers

Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

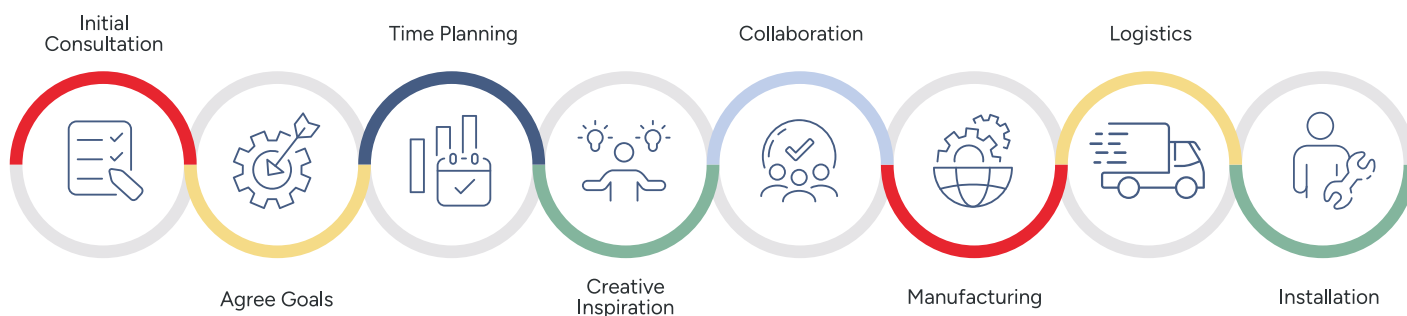


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



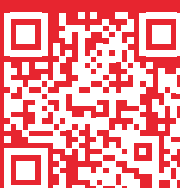
Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



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