

KSF

Global

CASE STUDY

Kenneth Cole

How we helped to deliver a nationwide re-brand



Case study

Introduction

As our first venture into the US market, our collaboration with Kenneth Cole was always going to be a special one for us.

The client approached us with the ambitious plan of rolling out an entire fleet of upgraded stores across America. This opportunity would allow us to showcase our expertise by undertaking our biggest logistical challenge to date.

Throughout the project, we'd need to manage third-party suppliers, distributors, and contractors to deliver a seamless operation across the States.

The Problem

The client needed help transitioning their new brand vision from the drawing board to the shop floor.

With their designs ready, our role was to oversee cost-effective and efficient nationwide implementation. They were looking for a retail solutions provider who could offer affordable fixtures and the capacity for a nationwide overhaul.

As one of America's most reputable, on-trend clothing labels, we were keen to offer them our expertise. The partnership was an opportunity for us to prove that we are the best in the business at delivering high-quality, affordable retail solutions.

Products installed:

- / Store fixtures, including, mid-floor gondolas and display tables
- / Nationwide delivery and logistics



The Brief

Once we'd established the customer's needs, we set about putting together a project plan and working with our suppliers to get the ball rolling.

The brief incorporated many elements: supply store fixtures, manage stock, coordinate distribution, and complete installation at retail parks across the country.

We used a combination of woods, metals, plastics, glass, and printing to create the following fixtures and fittings:

- Cash desks
- Mid-floor gondolas
- Display tables
- Feature displays
- Shoe racks
- Perimeter displays
- Bespoke glass displays and cabinets

The Results

We focused on four key priorities for service delivery.

1. Understanding the project from all angles: We covered everything from technical design, production, logistics, and even maintenance.
2. Adopting a holistic approach: We worked closely with store operations teams to deliver a balanced and cost-effective execution plan.
3. Promoting cross-team collaboration: The sheer size and geographic complexity of the project required teams to work together harmoniously.
4. Proactive planning: With so many moving parts and potential roadblocks to navigate, the success of this project relied heavily on forward thinking.

Fifteen years of industry experience allowed us to engineer the clients' initial concepts with value in mind. We tweaked the designs to maximise production efficiency, and our Chinese supply chain cut the customer's overall production costs by 30%.

Throughout the project, we focused on building close relationships with store operation teams to meet store opening schedules and avoid costly delays.

Additionally, we also reduced distribution costs by placing multiple warehouses at strategic locations across the country to minimise transit time.

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The store in Jersey Garden.



The stores in Chicago.



The store in Calexico.



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.

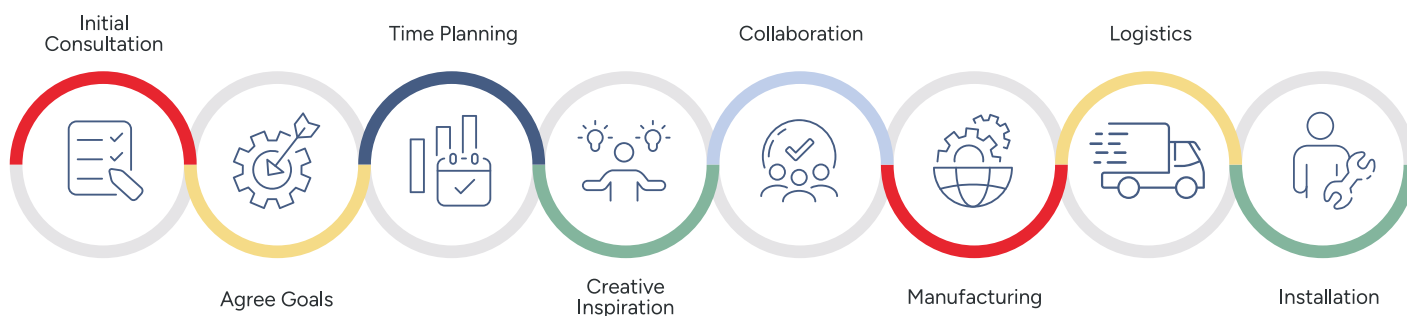


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals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



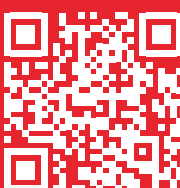
Start Your Journey Here

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:



UK: 0044 8450 944 699
China: 0086 592 582 5201
USA: 01 888 439 0008

sales@ksf-global.com
ksf-global.com/contact