



WOLFORD AMERICA

New Retail Concept

When asked to develop a new retail image for Wolford, the exclusive Austrian maker of fine women's hosiery and lingerie, our concept was to create their store in the image of a gallery housing "The Unmistakable Art of Wolford". Like Wolford's captivating ad campaign photographed by such legends as Helmut Newton, our new store design celebrates the female body and the Wolford product as dynamic expressions of women's sensuous beauty and energy. [See Case Study](#)

