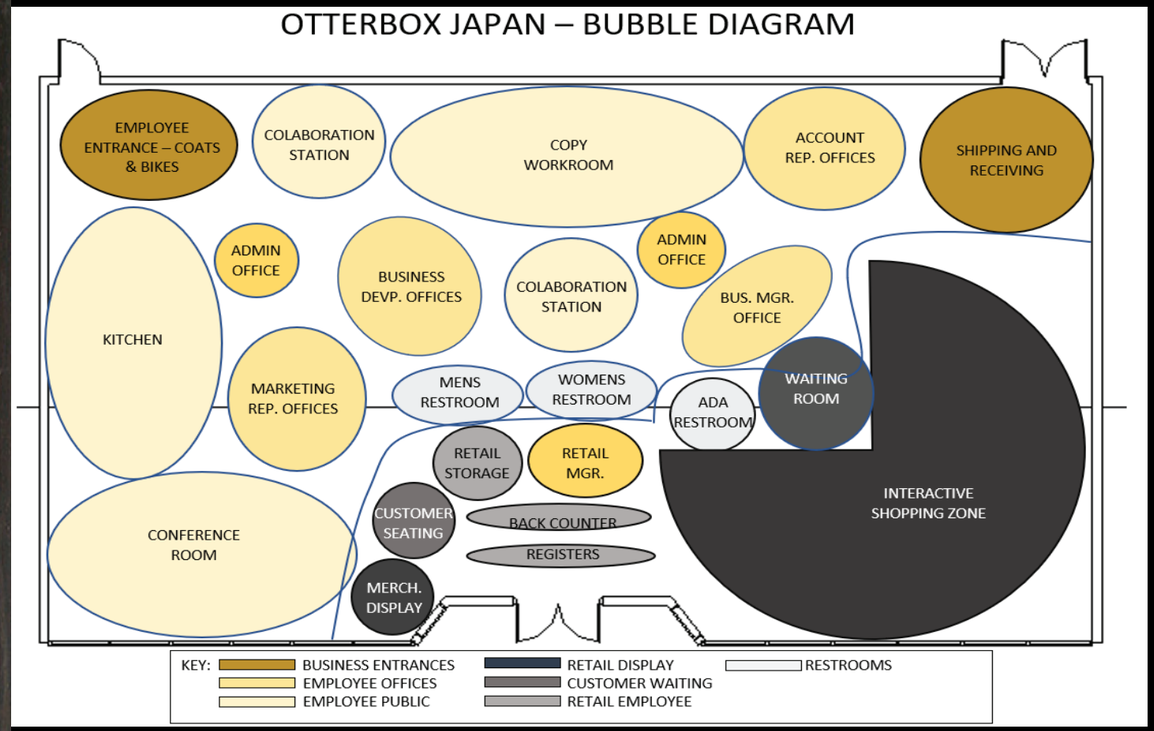
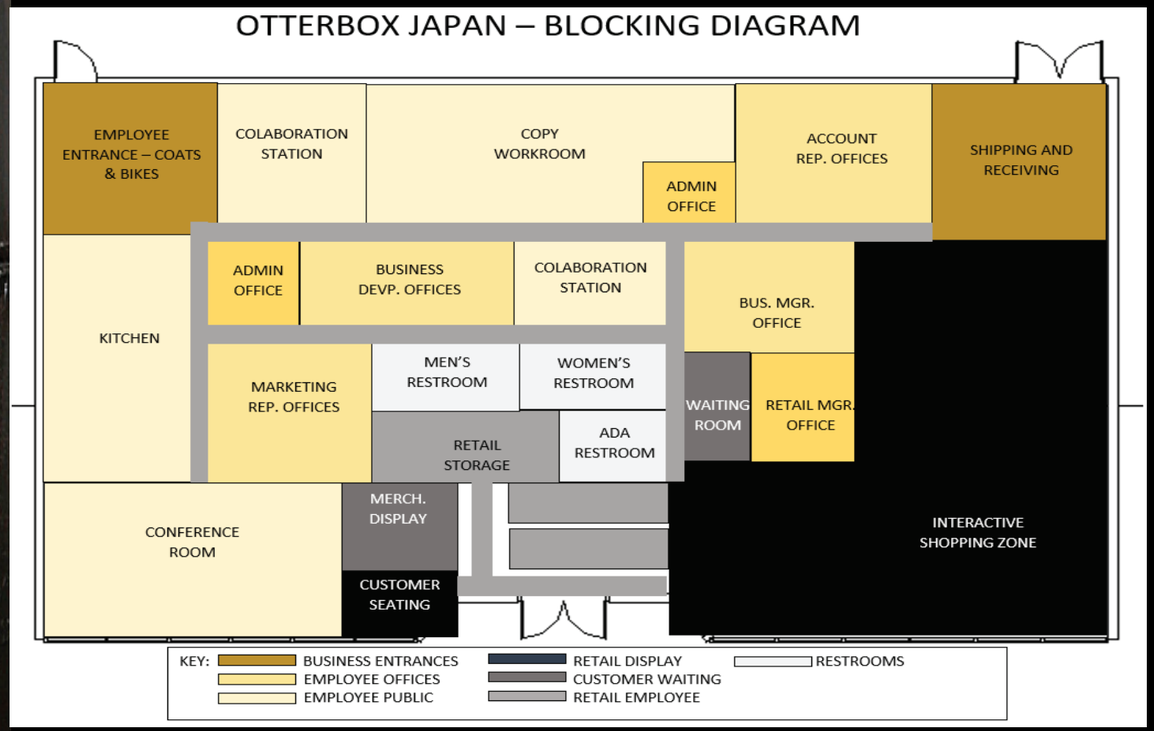
OTTERBOX







Cultural Considerations:

Japan considers customer service to be of preeminent importance.

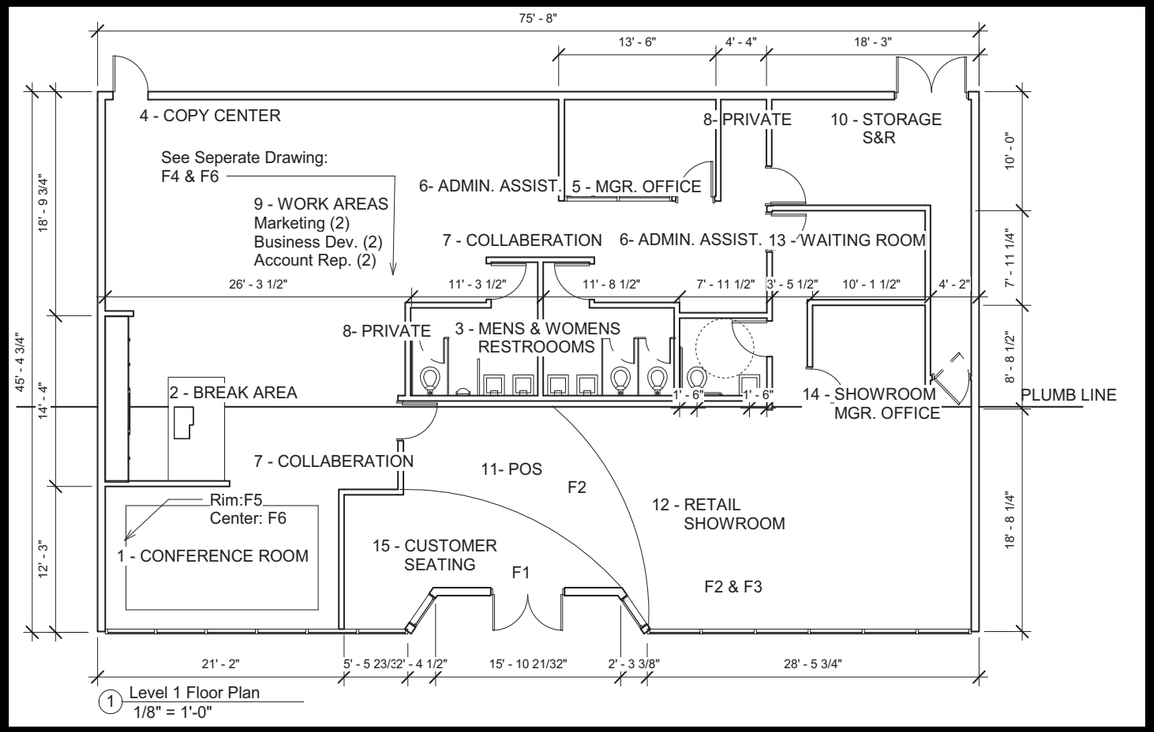
Shopping in Tokyo is considered by the consumer to be an activity. Shopping is viewed as a suitable activity for "Date Night".

The Japanese shopper enjoys identifying with a "brand" and showcasing that brand. They appreciate brand information and delivery packaging and advertising. They also are advocates of sustainability – purchases will be placed in a reusable bag.

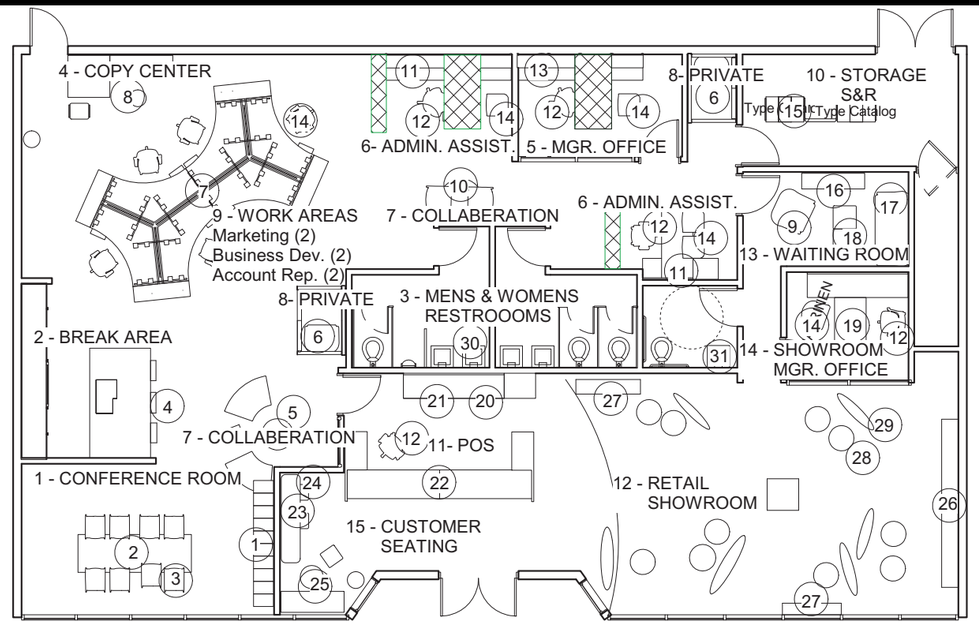
The Japanese shopper does not like to "handle" the merchandise they are purchasing. Phone cases will be sampled, but shoppers will be buying phone cases from a locked case.

The Japanese do not wear outdoor shoes in their homes. In honor of this tradition, in our waiting room (Gen Kan) – will be a basket of Otterbox flip flops for them to change into in order to enter the Ottershop behind the retail store.

Japanese shoppers do not exchange funds directly. They place funds in a tray, then hand it to the person behind the register. The cashier then places change or the credit card back onto the tray in order to return it to the customer.



1 Level 1 Floor Plan
1/8" = 1'-0"



1 Level 1 Furniture Plan
1/8" = 1'-0"

7



25



8



6



5

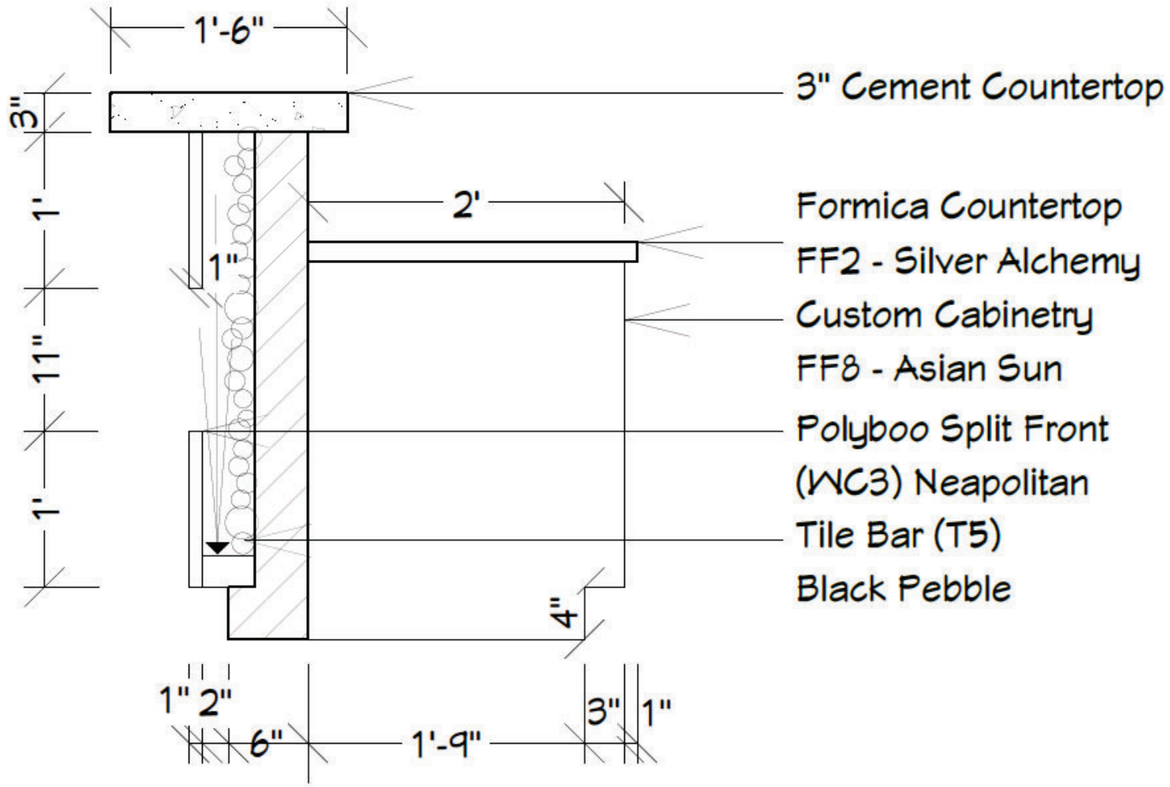


12



Otterbox POS

Service Counter - Detail



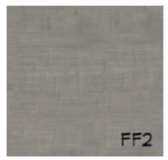
3" Cement Countertop

Formica Countertop
FF2 - Silver Alchemy

Custom Cabinetry
FF8 - Asian Sun

Polyboo Split Front
(WC3) Neapolitan

Tile Bar (T5)
Black Pebble

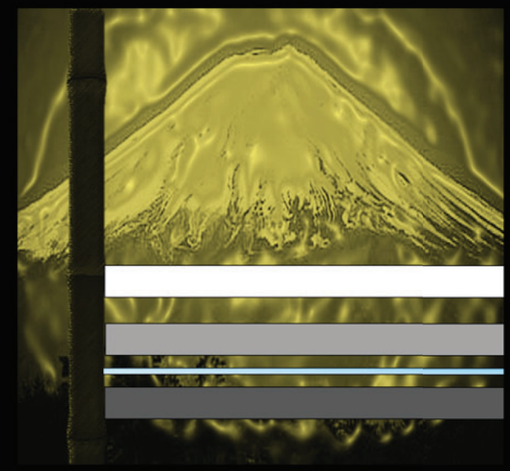








Concept



Otterbox Japan features stark, clean lines interspersed with stylized depictions of nature.

Shopping is a fully immersive, interactive, fun, experience.



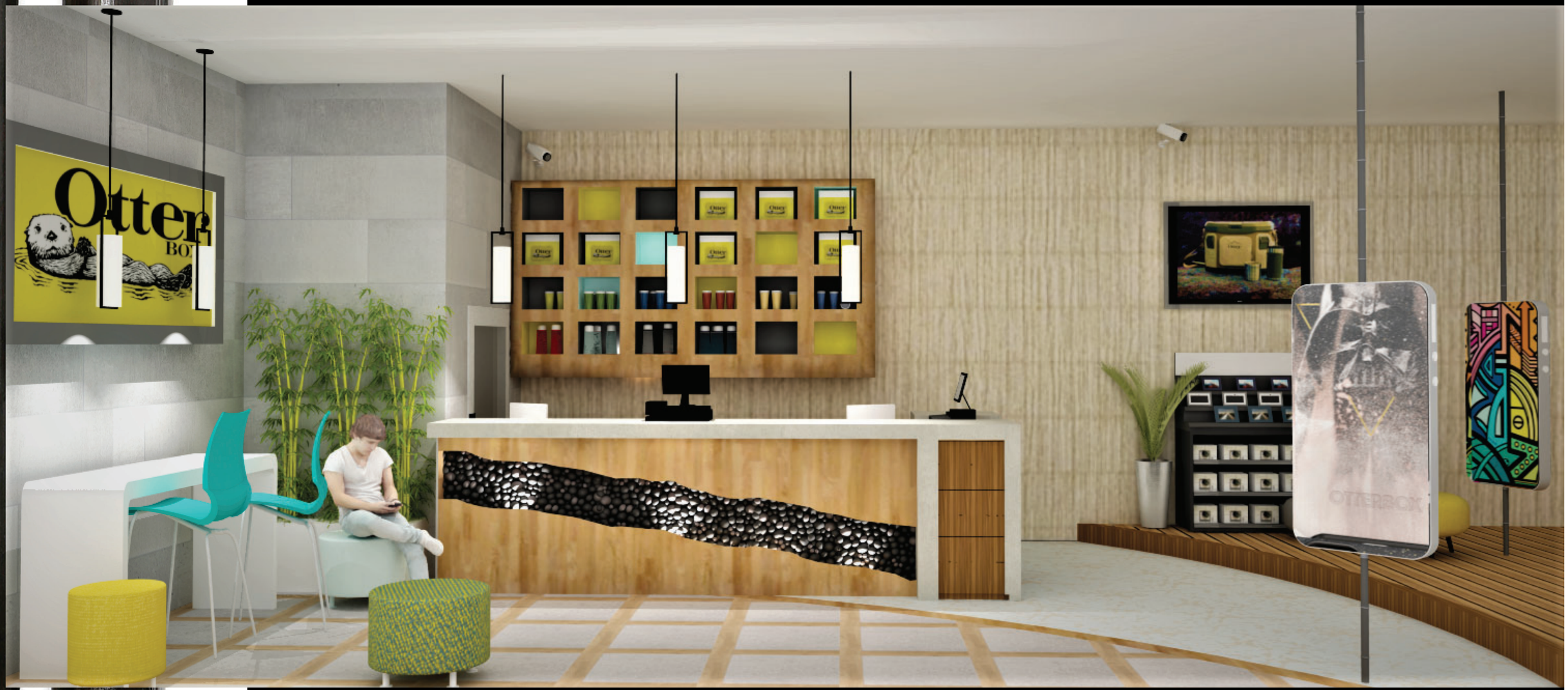
Plyboo - LINE PANELS















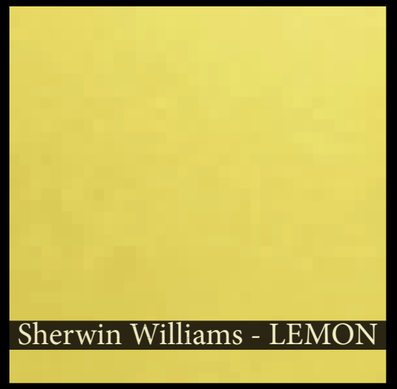
These Interactive Cell Phones are 2' x 5'. The center pole is black steel that looks like bamboo. The front of the phone is a touch-screen computer that allows a user to create their own Otterbox phone cover. The back of the cell phone is also a screen that projects the user's phone case onto it. A consumer that likes their result can order the phone case directly from the front touch screen, and pick it up at the front counter.


Light - LOGICO


Knoll - TOURMALINE WC


Knoll - LAGOS FABRIC


US Floors - SAMBUCA


Sherwin Williams - LEMON



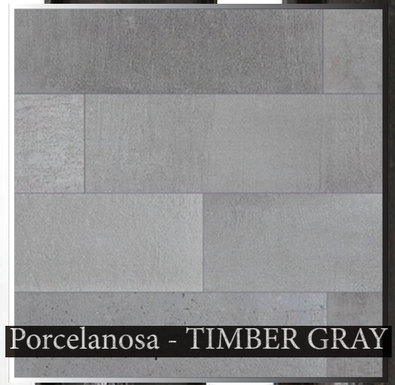
PlyBoo - NEAPOLITAN



Knoll - PROPELLER TABLE & BRNO CHAIR



Mohawk - CARPET & LVT



Porcelanosa - TIMBER GRAY

