



## Opportunity

COTTON:ON GROUP, USA approached Flashpoint to create a Farmer's Market themed window environment for all their retail locations. The red and white striped awning was near and dear to Cotton:On's founder as the company originally started in a local farmers type market under a single red and white stripe awning. Cotton:On wanted to incorporate this theme as a way to cross-merchandise additional products from their other brands. The marketplace would effectively create a one-stop gift shop within their stores. In addition to look and function, Cotton:On expressed the need to find a sustainable, economical and easy-to-install way to install the in-store marketplace. Flashpoint presented Cotton:On with a few material option and ideas before settling on a recycled paper product. Since the awning would only be up for a 4-week period the paper options served as the best fit for time frame, function and also met the economical and sustainable needs of customer.

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## Solution

Flashpoint was also able to further keep costs low by designing the awning in a standardized size that could be easily cut on-site to fit the unique window sizes across the various storefronts without compromising the alternating color stripes. A custom self-pole pocket system was designed to be easily attached to hidden dowels. A clear hanging wire with an additional hidden wire in front of the awning was used to create a draped fabric effect. Flashpoint performed a test install at the concept store in Montebello to ensure that all elements worked as designed. Flashpoint worked with the store staff to create a detailed step-by-step visual instruction sheet, which would be user-friendly and fit within the work environments of both the Fleet stores and the Flagship stores. Cotton:On was extremely happy with the results, and the success of the project opened the doors for more creative and experimental 3D graphic for the future.

