

TUTTO RETAIL

BELLAGIO, LAS VEGAS

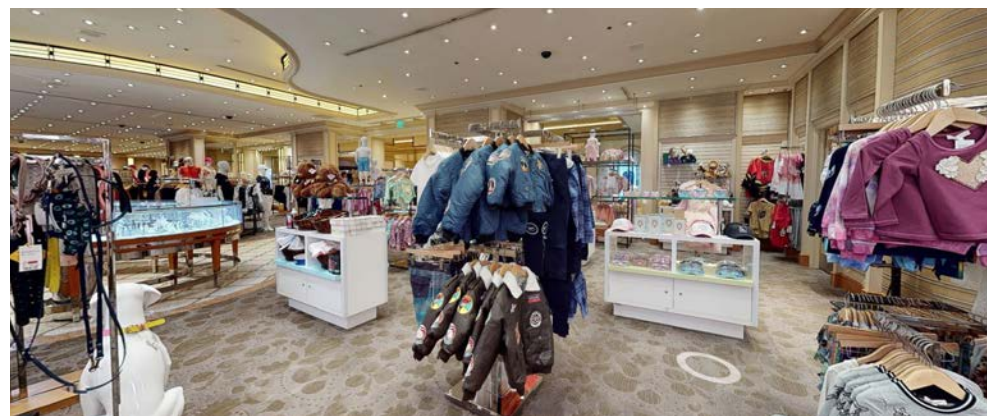
100% CONCEPT DESIGN PRESENTATION - JUNE 02,2022

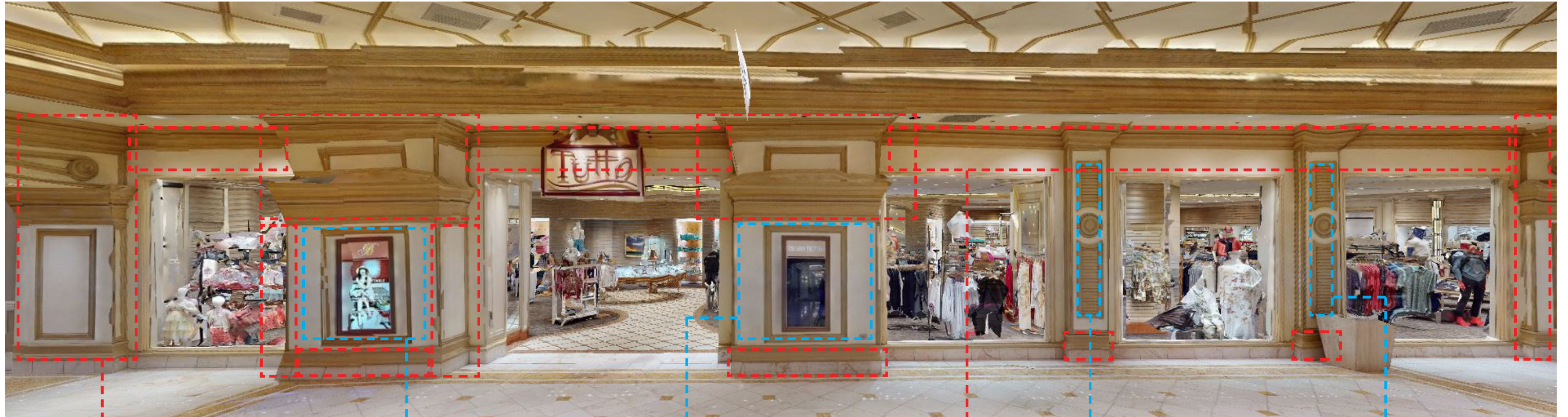
BELLAGIO®
LAS VEGAS

STUDIO
MUNGE

C L I E N T ' S B R I E F

CONCEPT DESIGN | EXISTING SPACE PHOTOS





TO KEEP EXISTING CORNICES,
COLUMN MOLDINGS AND BASE
BOARD TO MATCH EXISTING MALL
SPACE

BIGGER SCREENS AND
RE-PAINTING ARE
ALLOWED

TO KEEP EXISTING CORNICES,
COLUMN MOLDINGS AND BASE
BOARD TO MATCH EXISTING MALL
SPACE

MINOR MODIFICATIONS
/ RE-PAINTING ARE
ALLOWED

CONSUMABLES AND MISC/GIFTS

COLD

- BACK-LOADED COOLERS (FAST MOVERS) ~15 LF
- FRONT LOADED COOLERS (SLOW MOVERS) ~10 LF

UGLY MERCH

- SNACK AND CANDY DISPLAYS
- WALL CANDY/SNACK PEGS, SHELVES, RACKS
- PHARMACY/SUNDRY PEGS, SHELVES, RACKS

ATTRACTIVE MERCH

- SEASONAL DISPLAY TABLE(S) (FEATURE ELEMENT)
- FINE JEWELRY DISPLAY (LOCKED) W/2ND CASH WRAP
- GOURMET CHOCOLATES/CANDY/COLD PRODUCTS
- MISC FREE STANDING DISPLAYS/CREDENZAS
- RESIDENTIAL MOMENT FOR ROBES, PILLOWS, THROWS, ETC (WITH SEATING) - ADJACENT TO LOGO
- "TRAVEL" MOMENT/SECTION WITH LUGGAGE/BAGS/ACCESSORIES
- LIFESTYLE MOMENT/SECTION WITH HIGHER-END ACCESSORIES

ADULT MERCH

- LIQUOR DISPLAYS (WALL MOUNT OR FREE STANDING)
- AMBIENT WINE DISPLAY W/MERCH ON TOP
- CHILLED WINE REFRIGERATOR (CHEAP STUFF)
- LOCKING WINE COOLER (EXPENSIVE STUFF)
- CIGAR HUMIDOR (WALL MOUNT OR FREE STANDING)
- MERCHANDISE MOMENTS SUPPORTING ALL

CASH WRAP

- REIMAGINED CANDY/SNACK IMPULSE DISPLAYS
- TOBACCO & VAPE BEHIND POS, NEED NOT BE VISIBLE
- 2 POS
- MISC SHELVING FOR BAGS, WRAPPING, LIGHTERS, ETC

SECONDARY CASH WRAP (JEWELRY COUNTER)

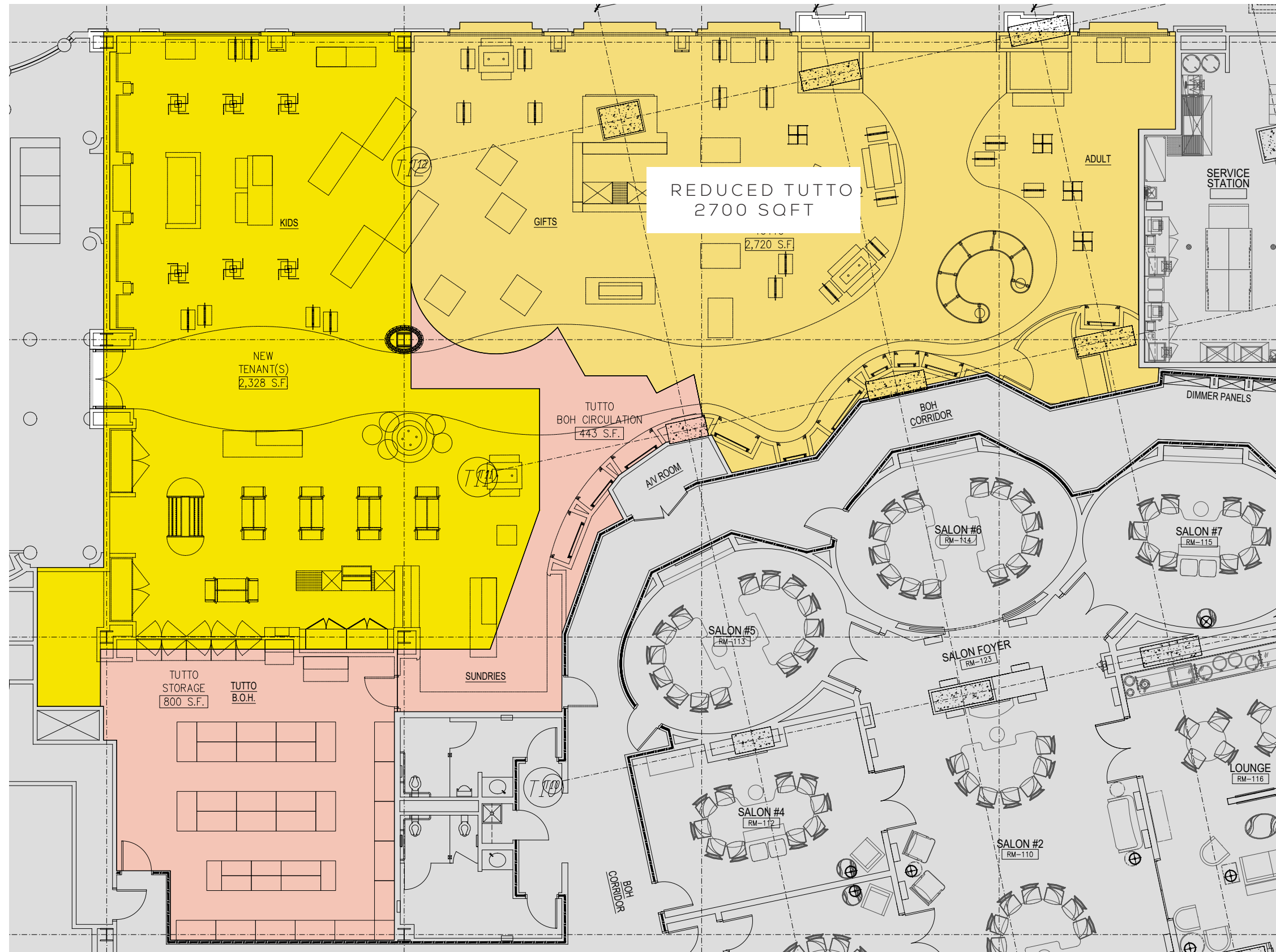
- 1 POS
- MISC SHELVING FOR BAGS, WRAPPING, LIGHTERS, ETC
- SOME TOBACCO STORAGE (EMPLOYEE ACCESS)
- REIMAGINED IMPULSE DISPLAY THAT DOES NOT CLASH WITH JEWELRY PROGRAM

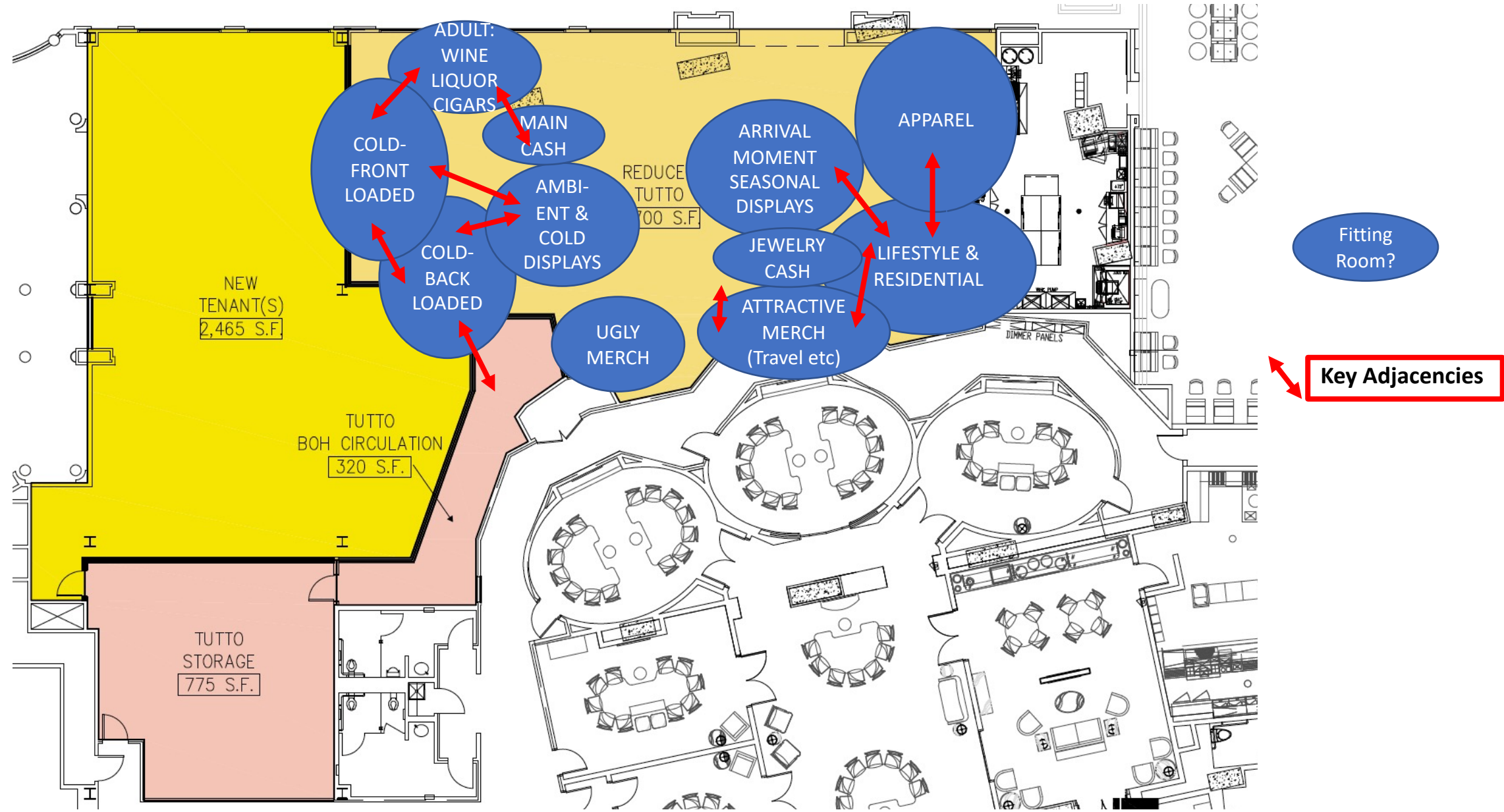
FITTING ROOM

- LOCATION TBD - CONSIDER FREE-FLOATING?

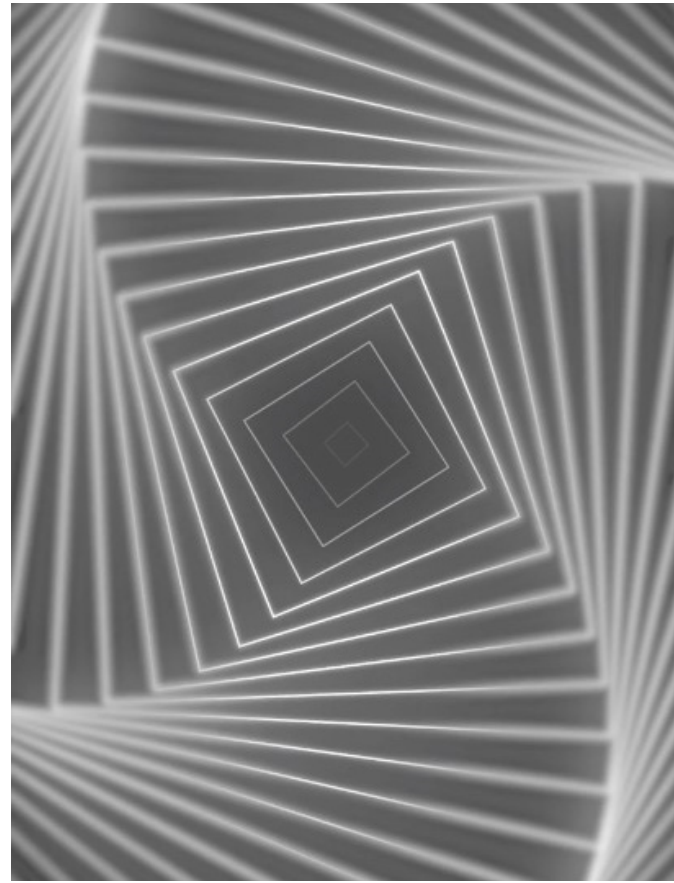
LOGO & OTHER APPAREL

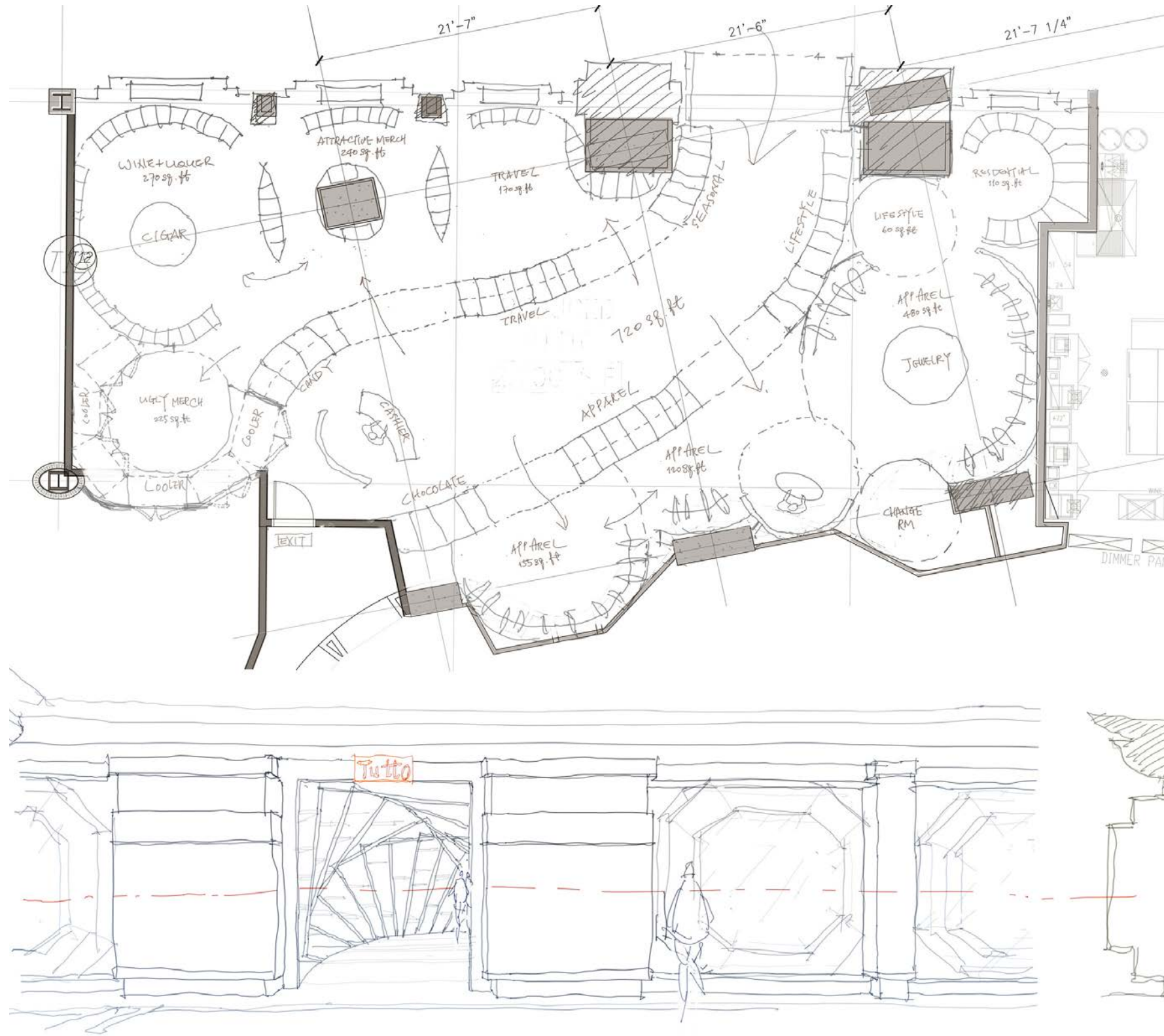
- WINDOW RACKS FACING OUT WHERE APPROPRIATE
- MANNEQUIN PEDESTALS - 2 MANNEQUINS EACH
- FLOATING MANNEQUINS
- BLEND OF WALL PEGS AND SHELVES PEGS FOR CLOTHING
- BLEND OF SHORT AND LONG LINEAR CLOTHING RACKS
- COMBO RACKS (CLOTHING W/MERCH ON END CAPS)
- VARIOUS DISPLAY TABLES, PEDESTALS, OTHER MERCHANDIZING MOMENTS
- GENERALLY SEGREGATE MEN'S, WOMEN'S, AND KIDS PRODUCTS, BUT SOME CAN/SHOULD LIVE TOGETHER
- SOME APPAREL SHOULD BE CO-MINGLED WITH THE VARIOUS MERCHANDISE "MOMENTS" - TRAVEL, RESIDENTIAL, LIFESTYLE

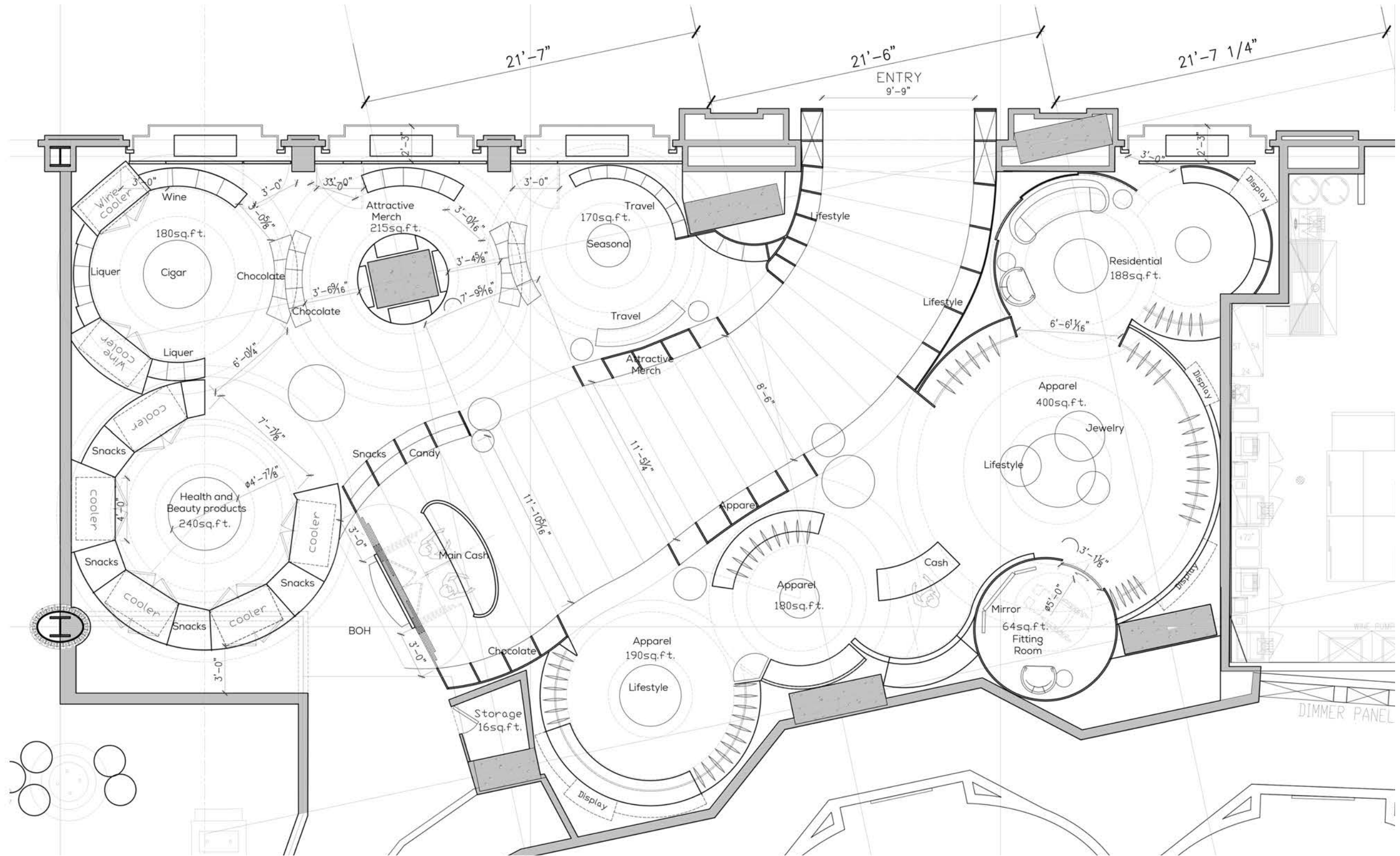




RE-IMAGINING TUTTO







VETRO



SPECCHIO



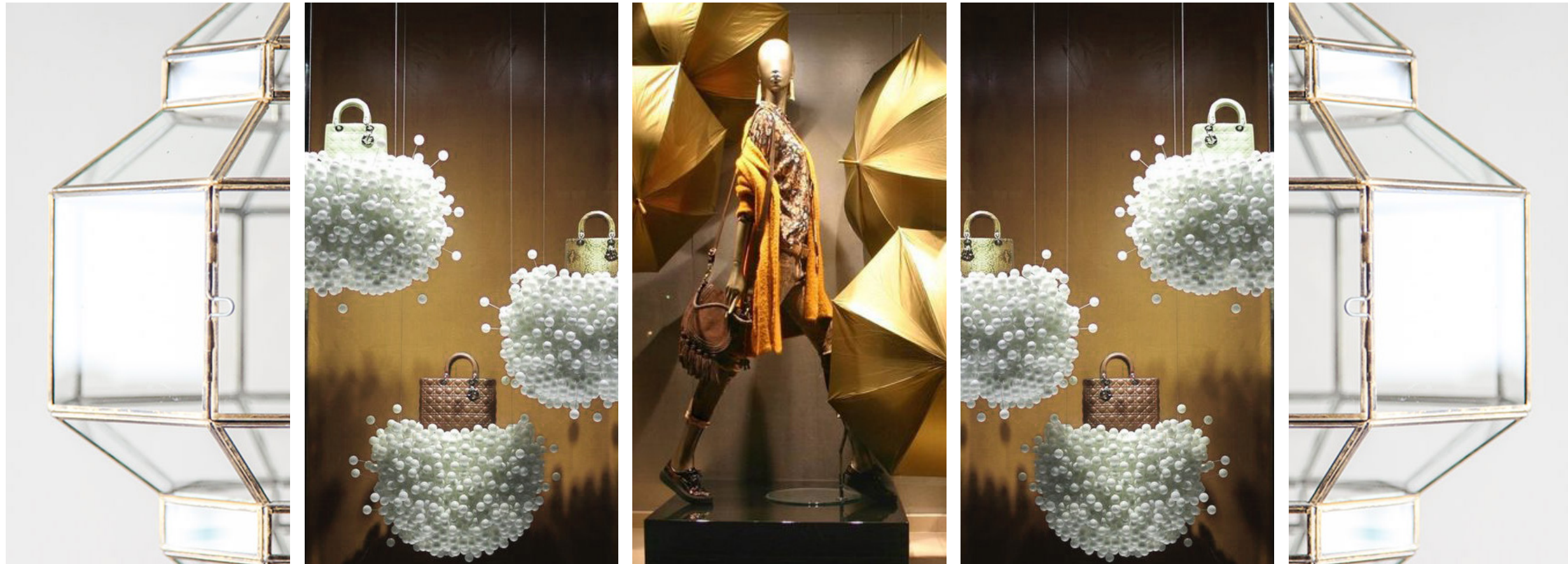
VETRINA



THE JEWELRY BOX DOESN'T ONLY HOLD PRECIOUS JEWELRY. INSIDE, ONE FINDS INTIMATE PERSONAL OBJECTS, FAMILY HERITAGES, LETTERS AND STORIES FROM PEOPLE'S LIVES. STORIES OF LOVE, TRAVEL AND PRECIOUS MOMENTS. IT TRANSPORTS YOU TO A DIFFERENT WORLD. A WORLD OF IMAGINATION, FANTASY AND DESIRE.

CURIOSITY

REFLECTION



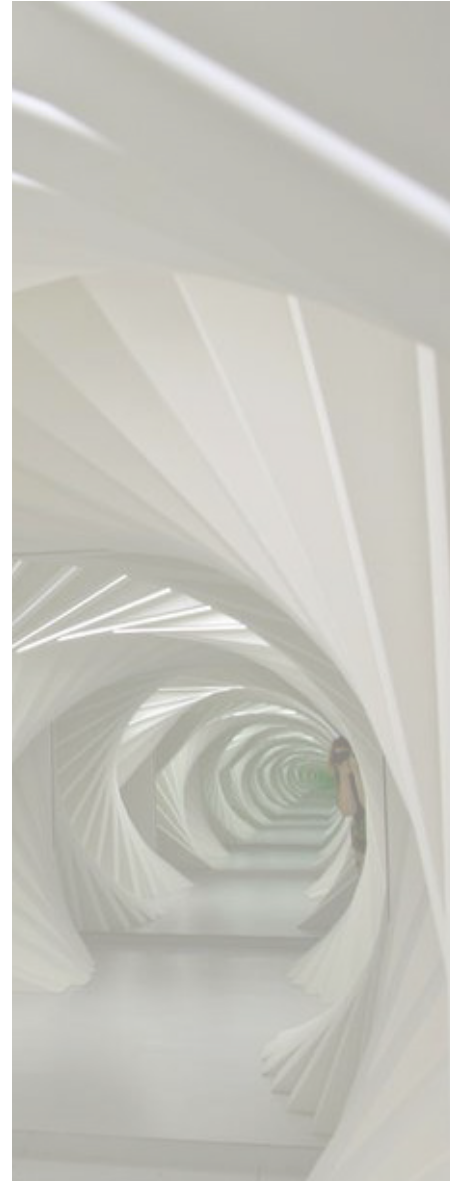
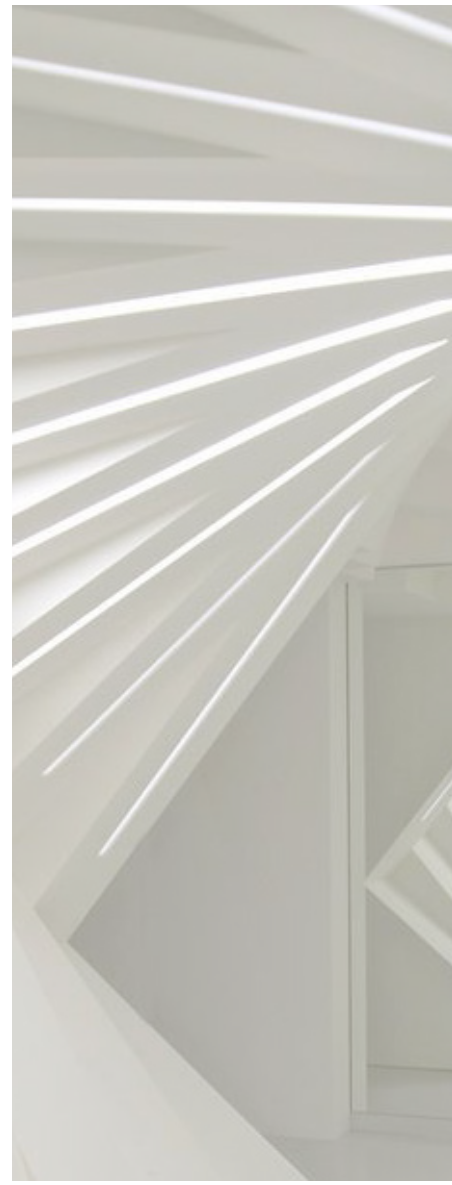
FANTASY

INVITING

ATTRACTION

TRANSPARENCY

VISUAL IMPACT



DREAM

PORTAL

SURREAL



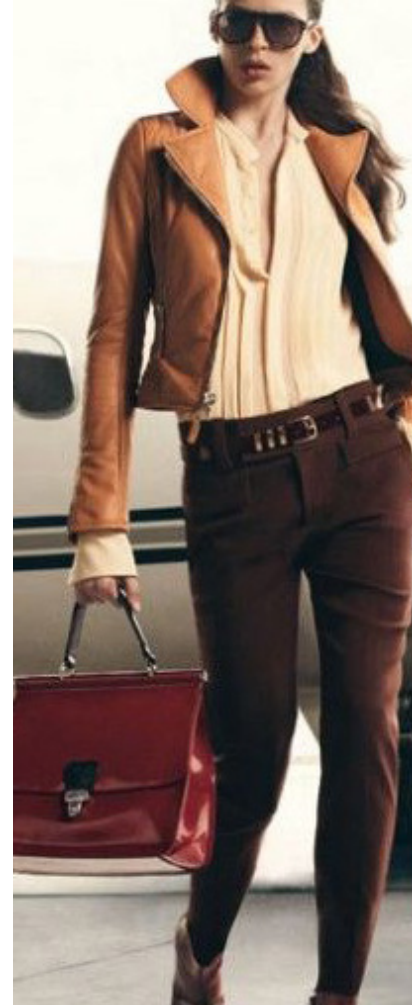
THE FOREVER YOUNG



THE ENTHUSIAST



THE TREND SETTER



THE ELITE TRAVELLER



THE STYLIST



THE GO MAN



THE FASHIONISTA



~~UGLY~~ AWESOME
MERCH.



LIQUOR, WINE &
CIGAR



ATTRACTIVE MERCH.



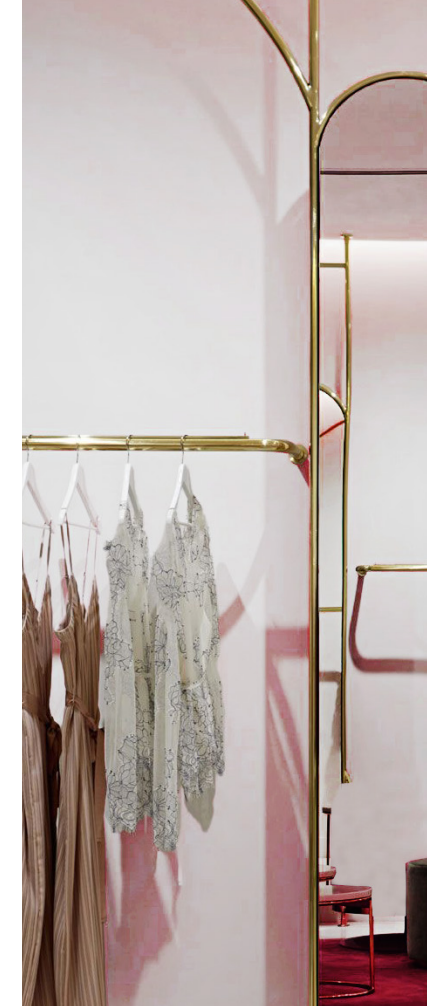
TRAVEL



RESIDENTIAL



APPAREL (MEN)



APPAREL (LADIES)



FEMININE

FASHION FORWARD



FAIRYTALE

WONDER

CONCEPT DESIGN | THE GQ MAN - MEN'S APPAREL



CHIC

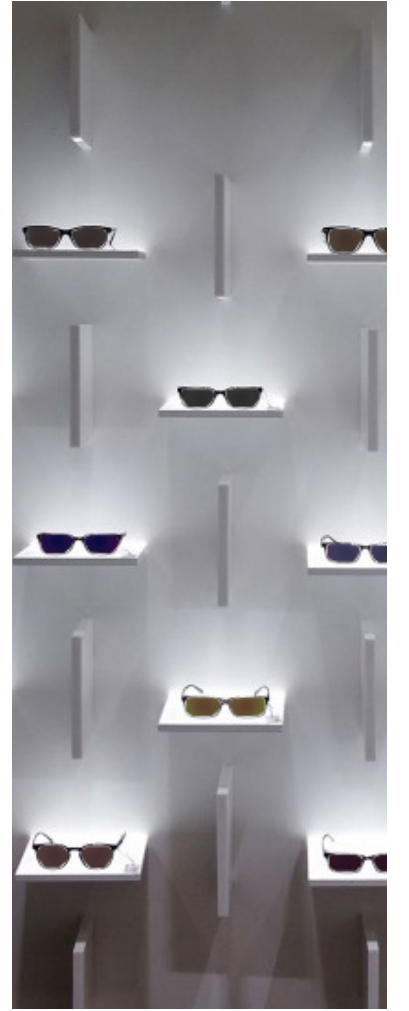
SHARP



GRACEFUL

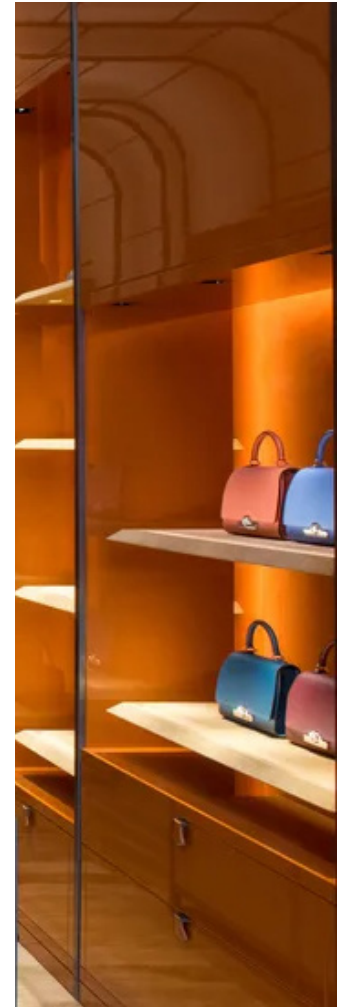
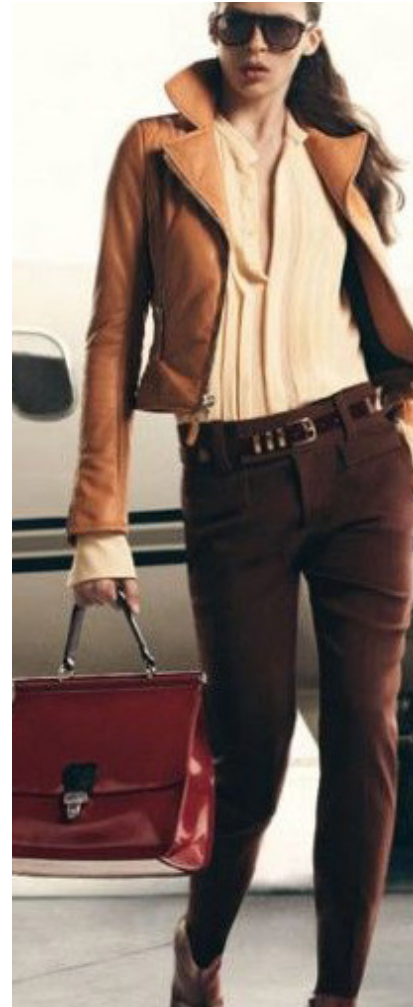
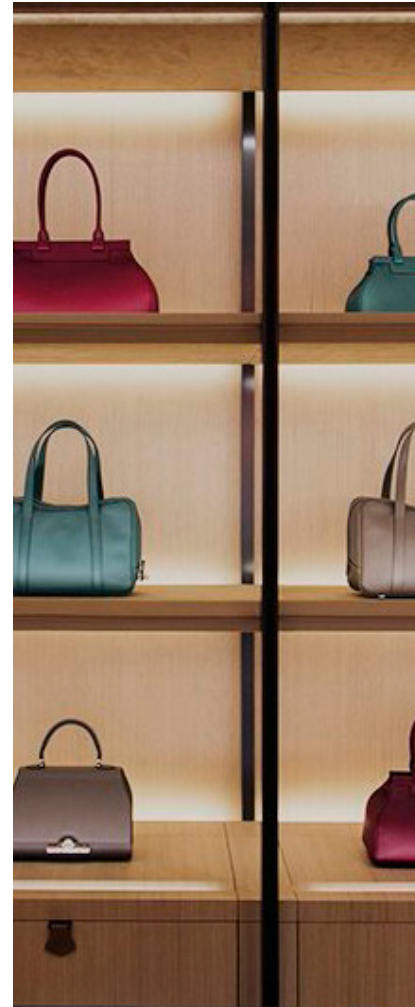


LUXIRIOUS



AIRY

ILLUSORY



TAILORED

SOPHISTICATED

EDGY

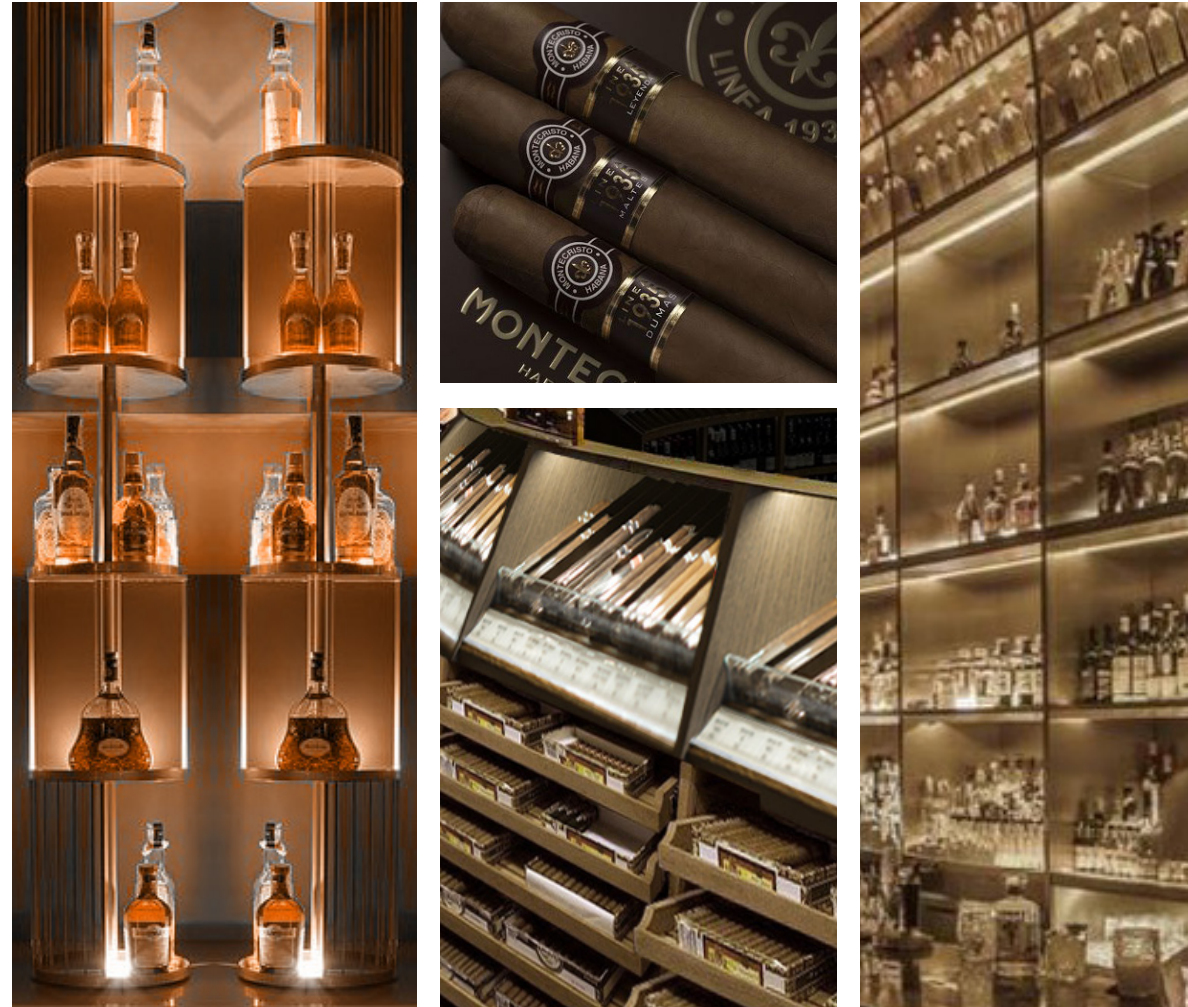
WARM AMBER TONES



CLASSY

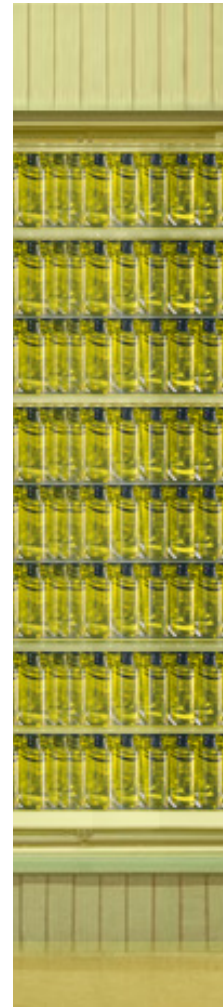
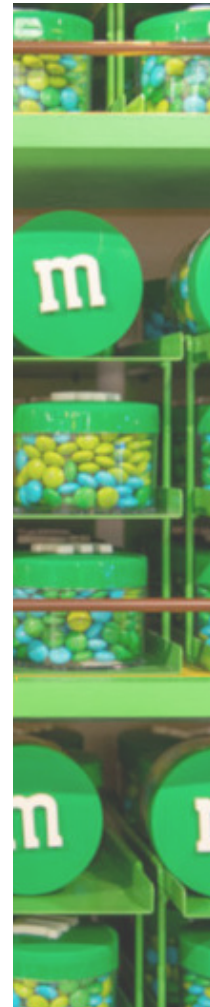
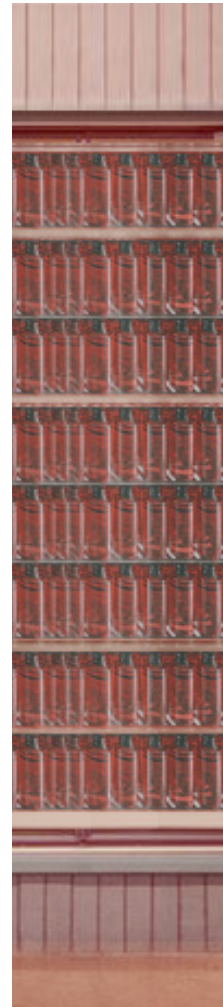
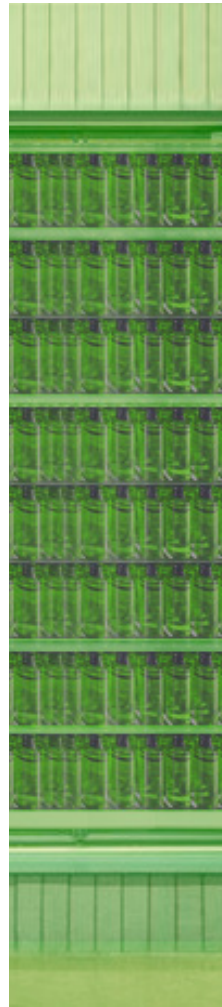
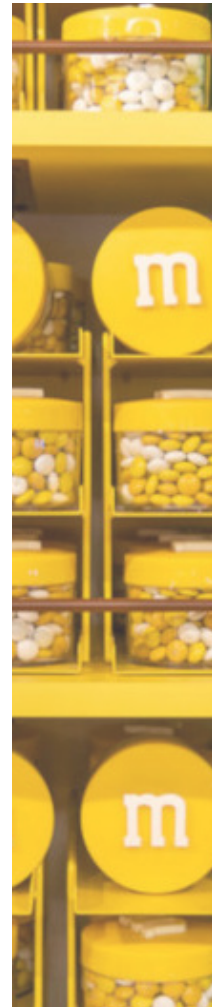
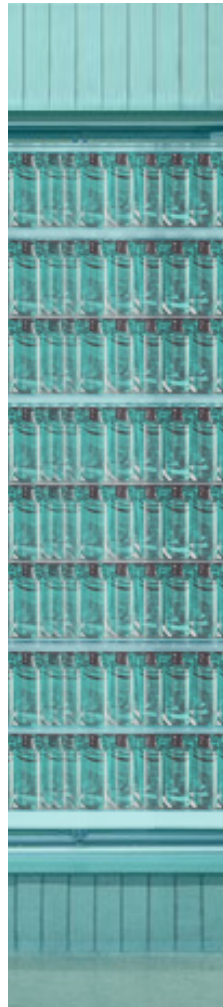


DISTINCTIVE SMELL



RICH

CONCEPT DESIGN | THE FOREVER YOUNG (UGLY AWESOME MERCH.)

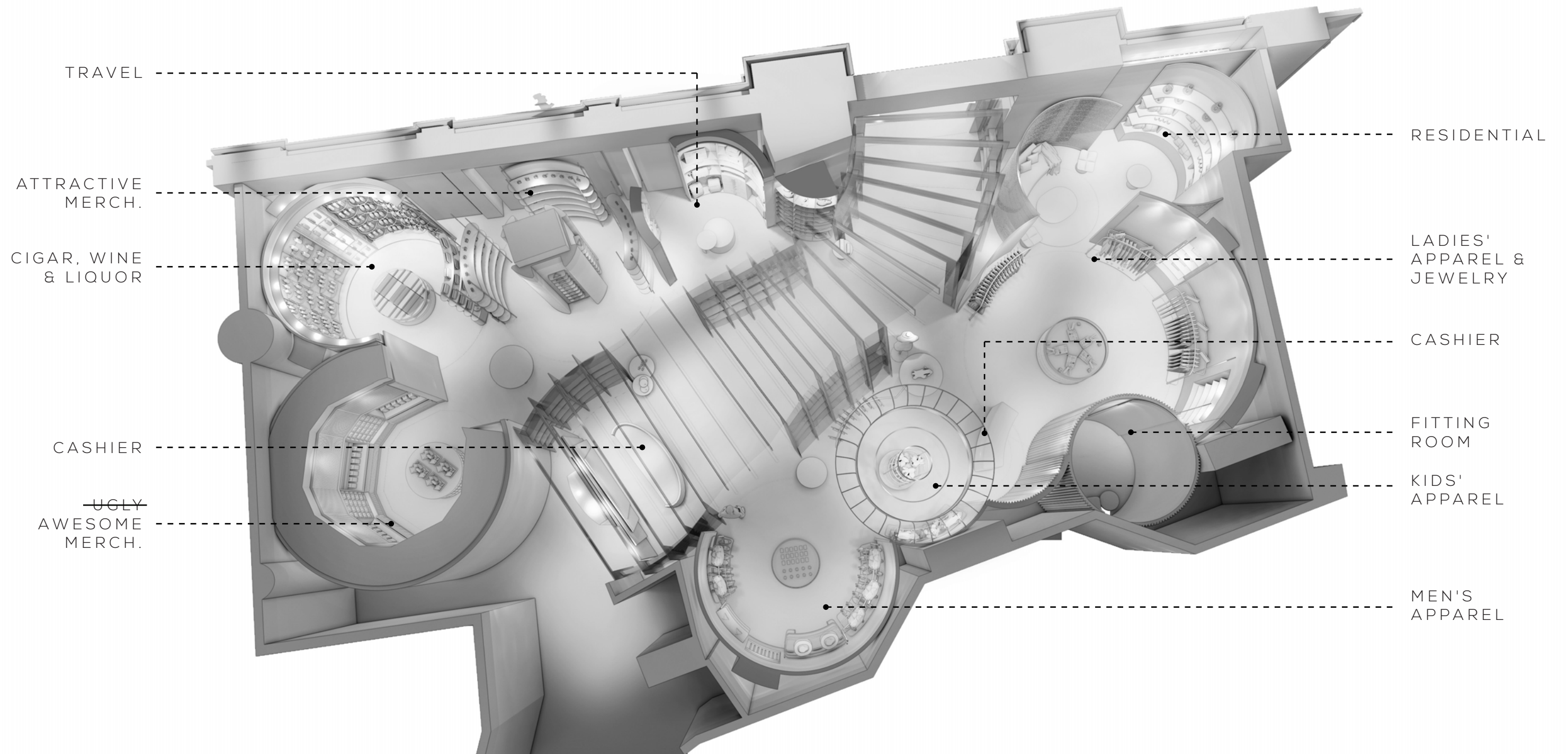


LAYERED

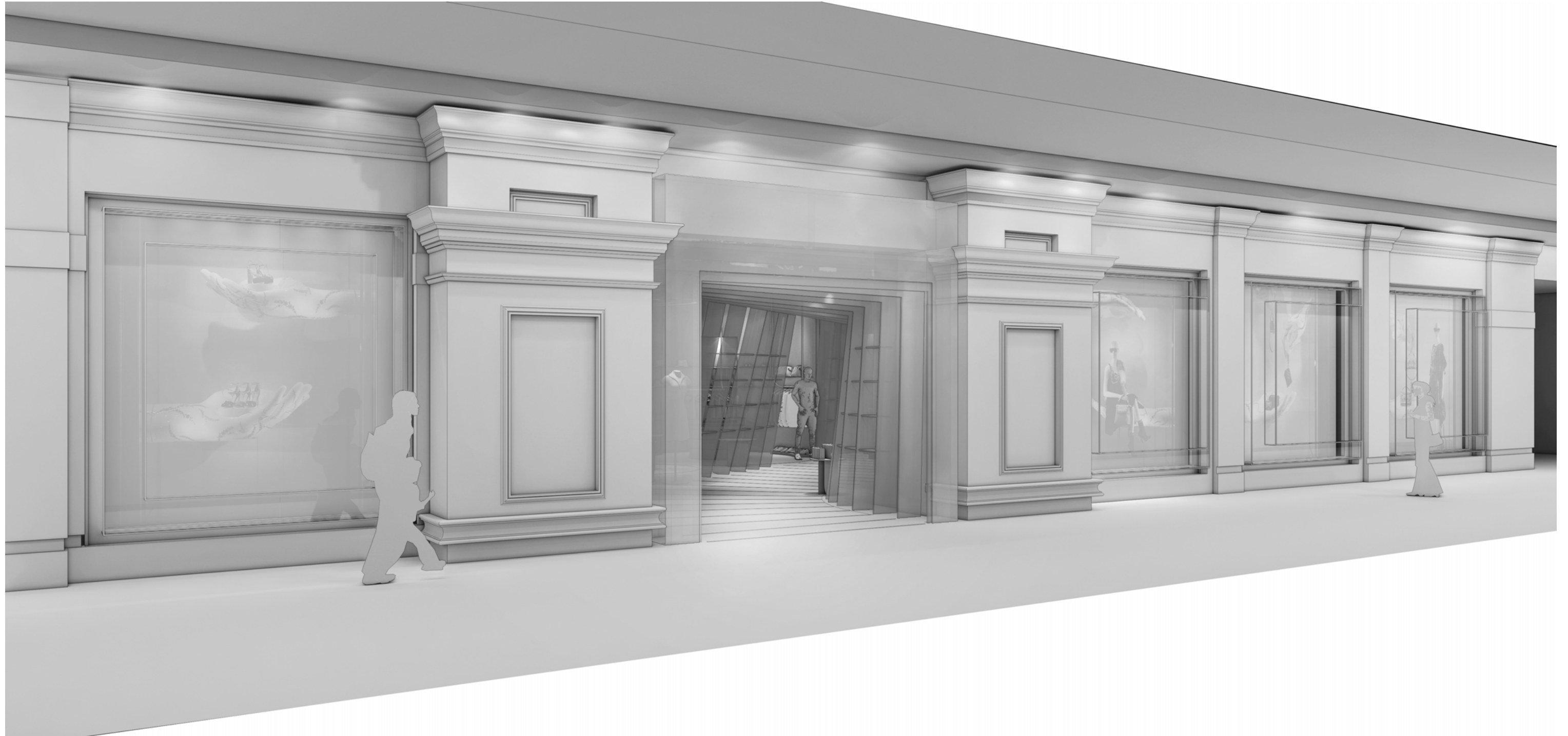
WHIMSICAL

GRAPHIC

IMPACTFUL

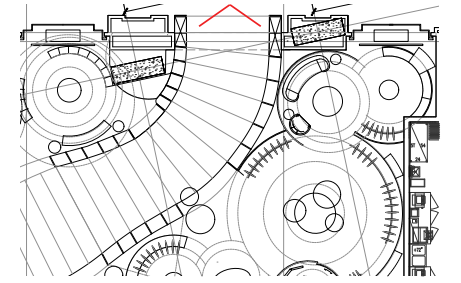


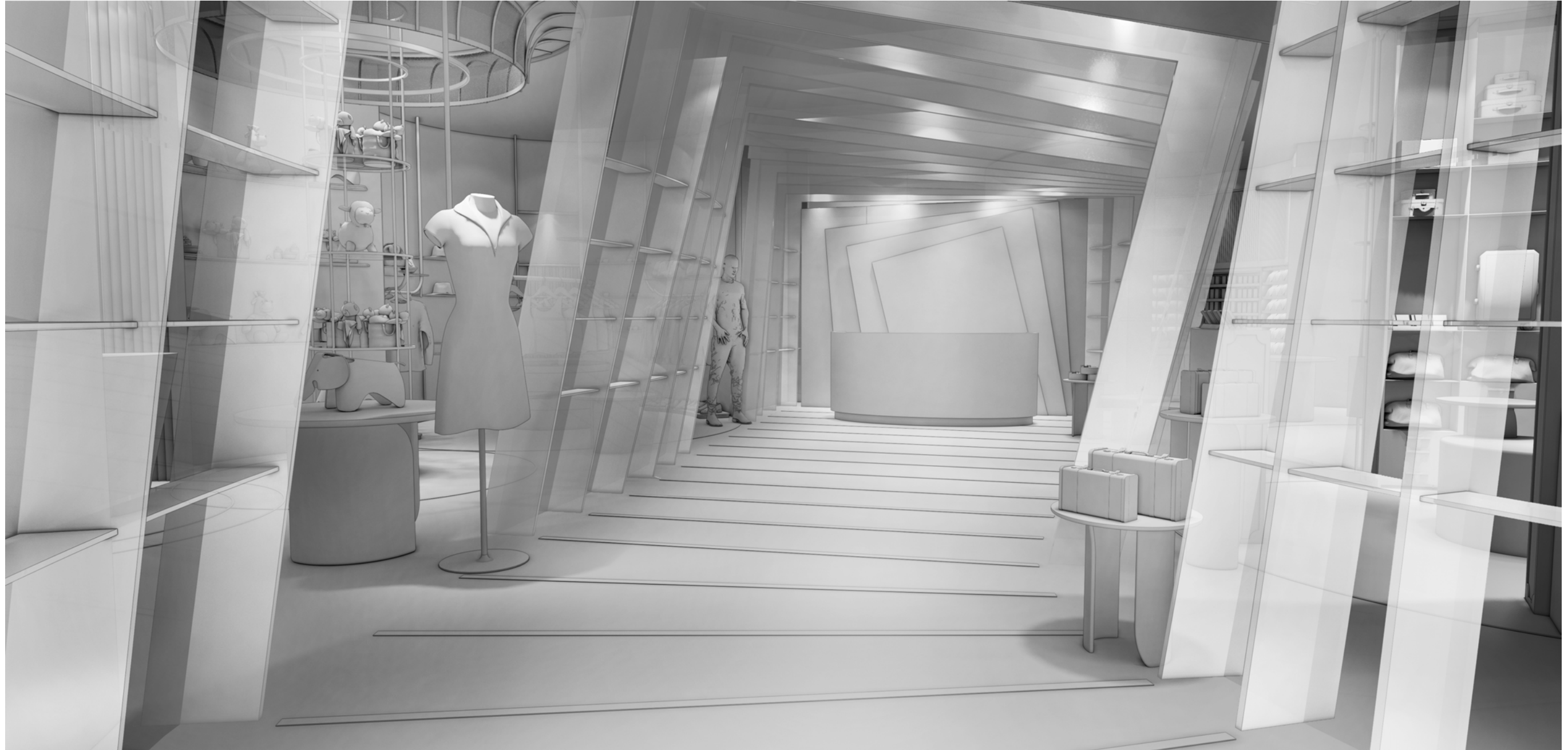
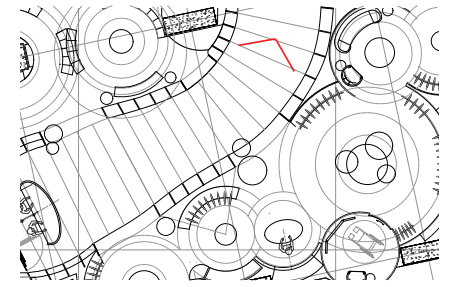


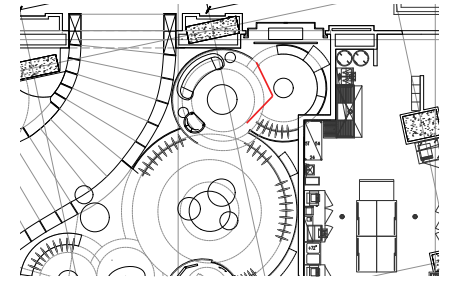


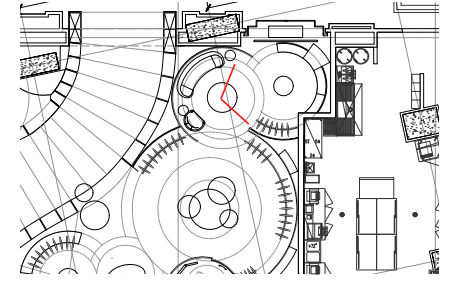


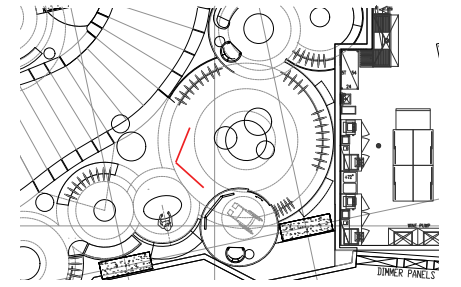


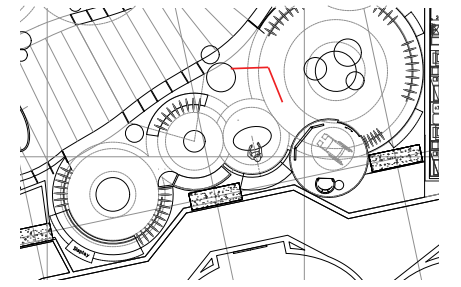


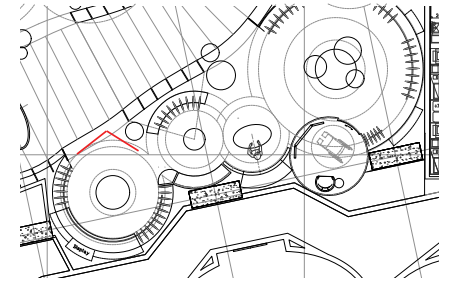


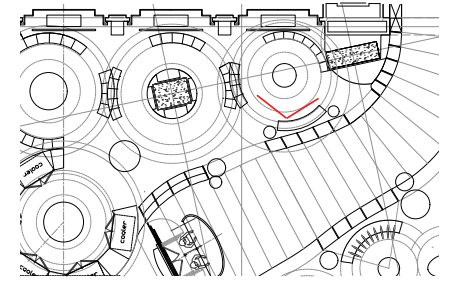


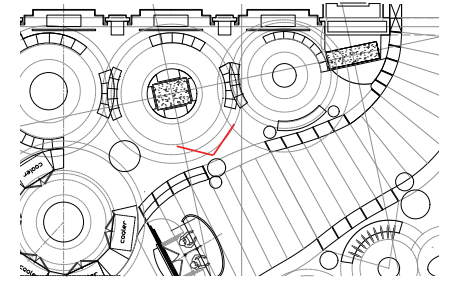


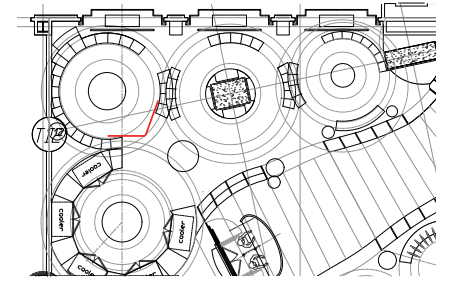


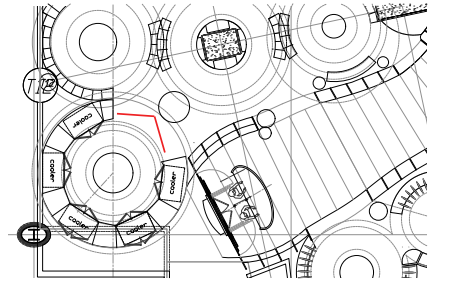


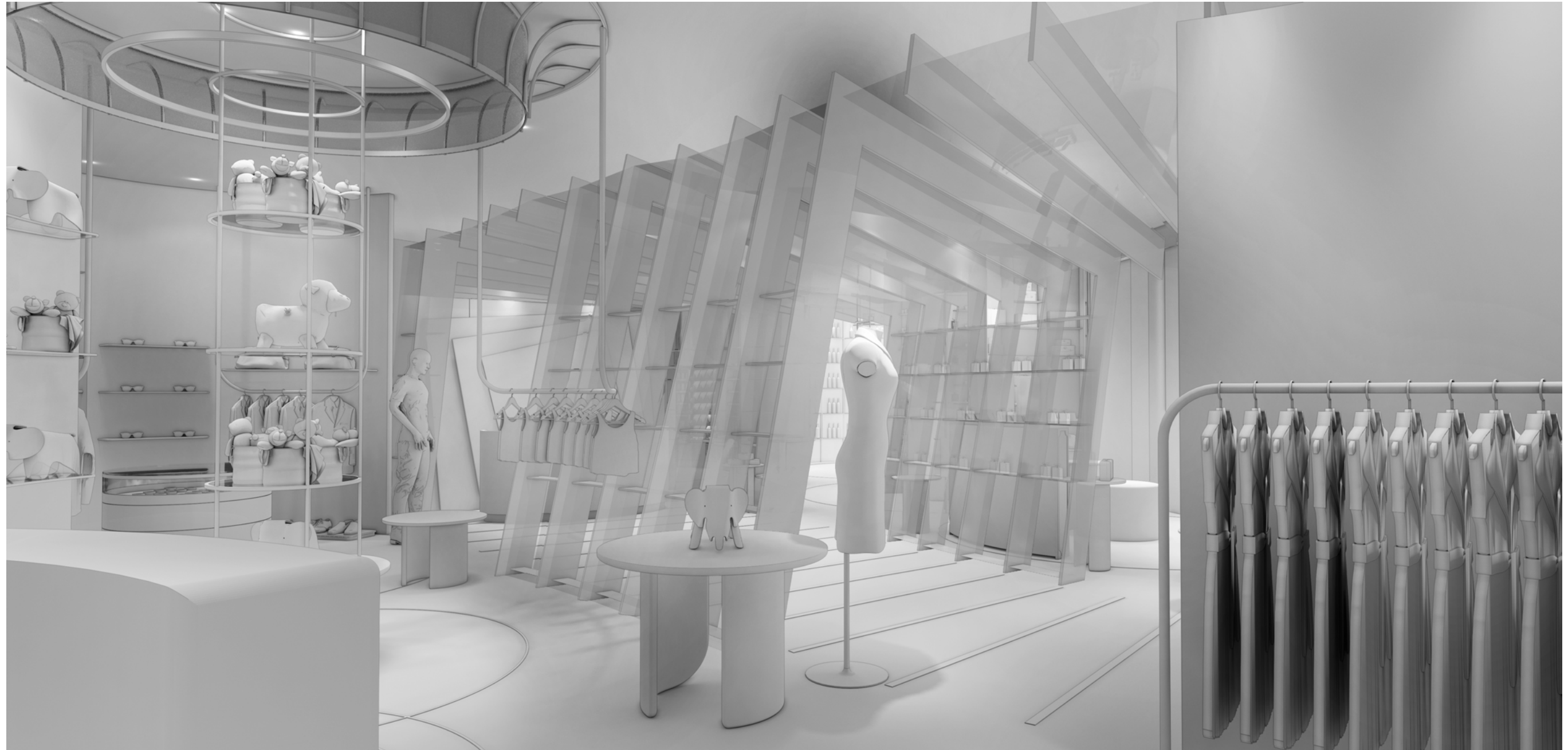
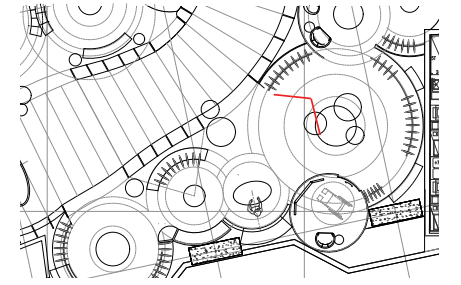


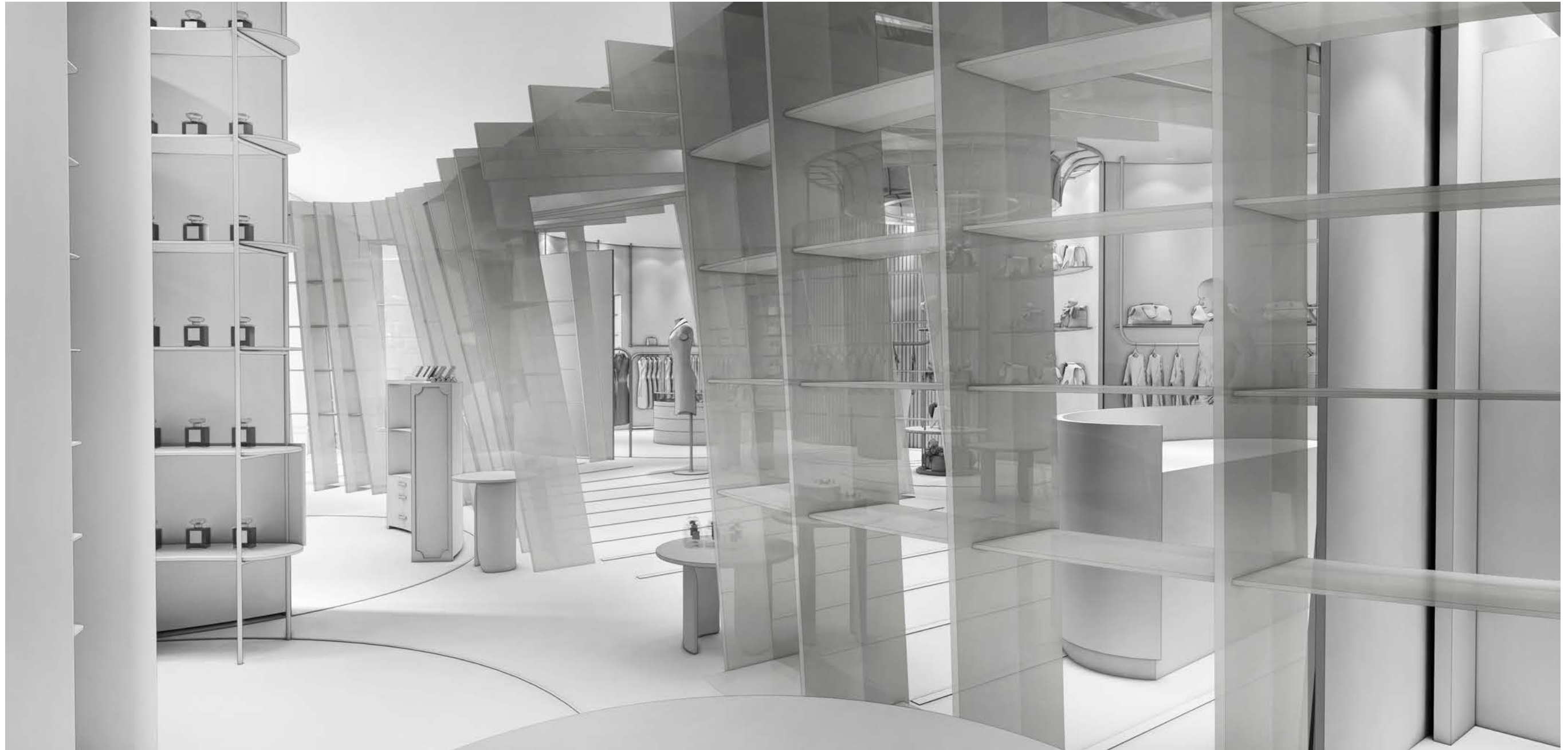
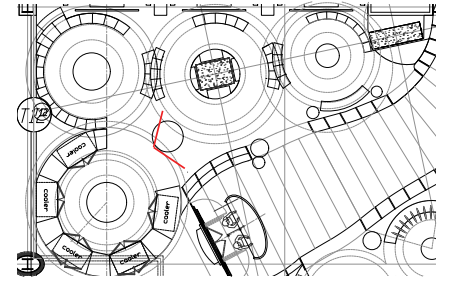


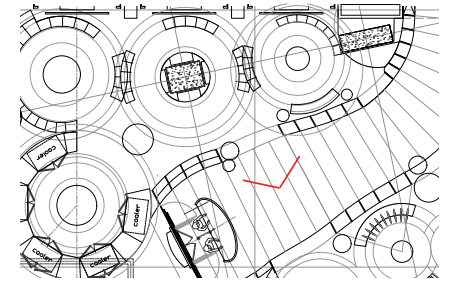


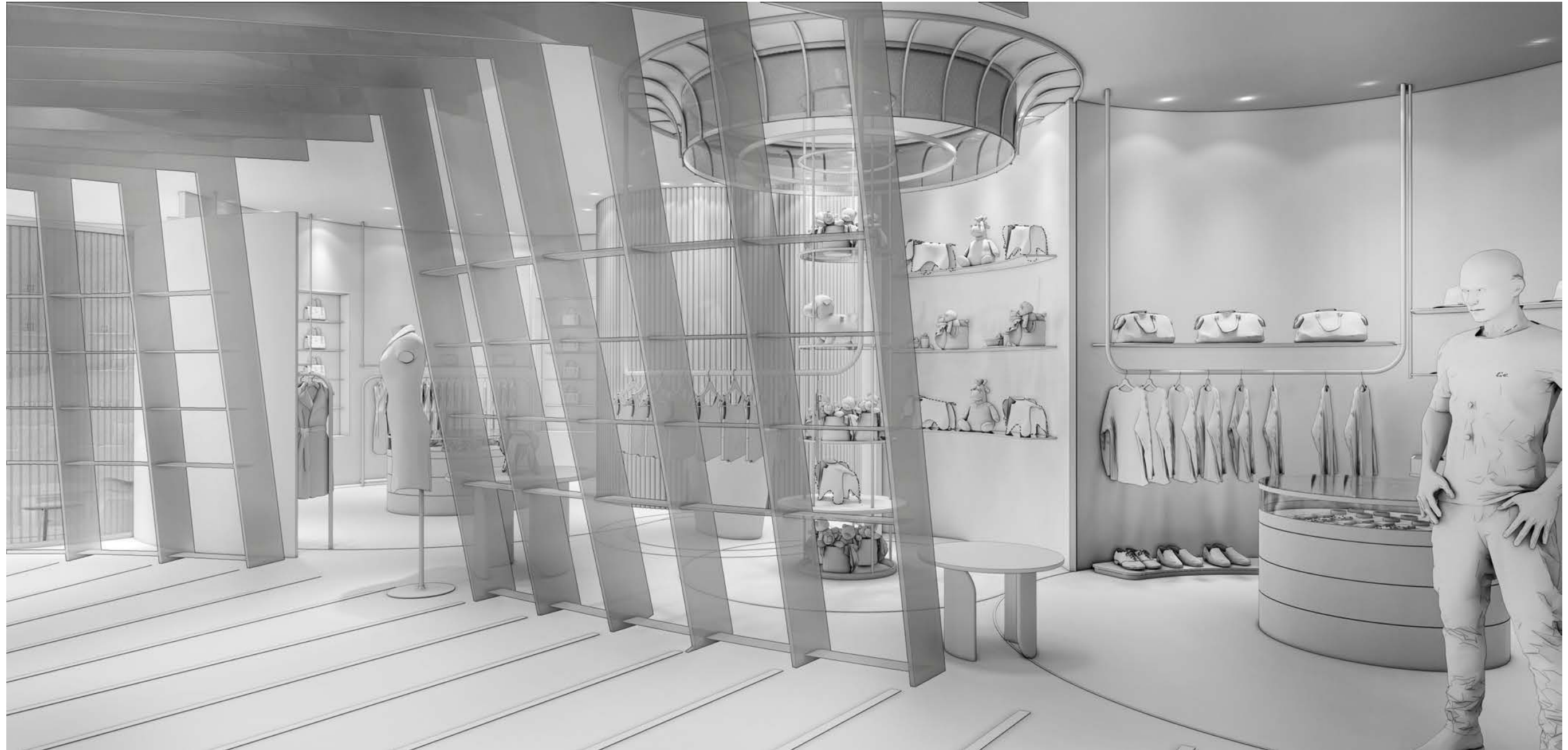
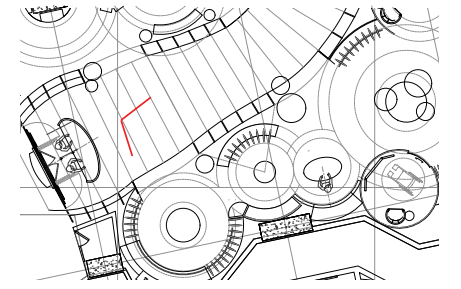


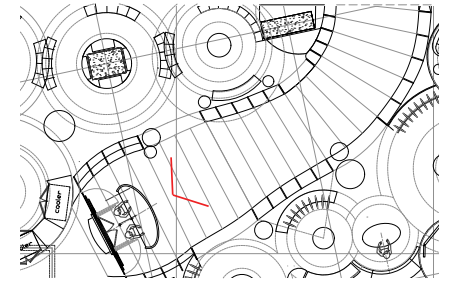


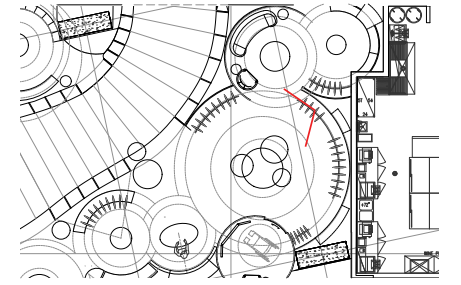


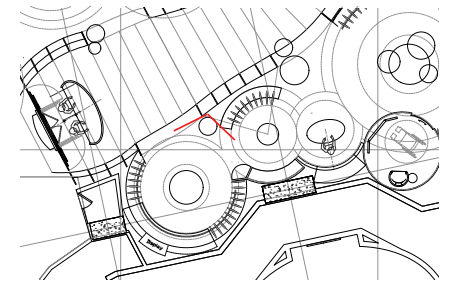


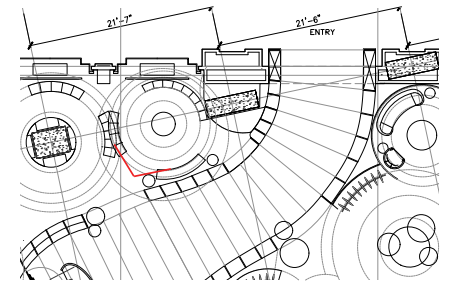


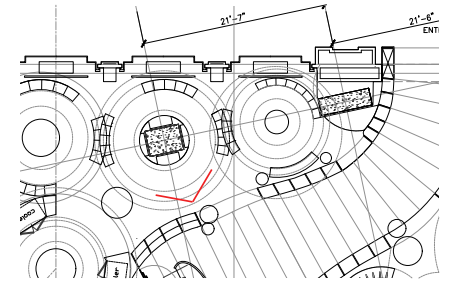


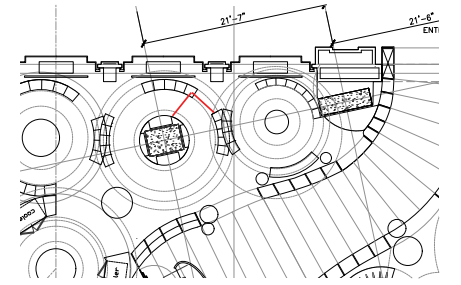


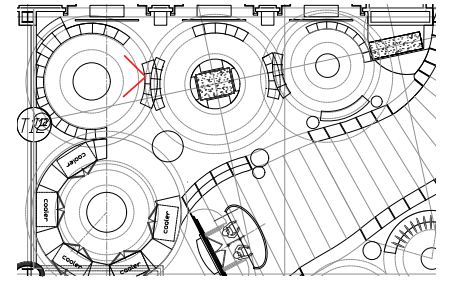


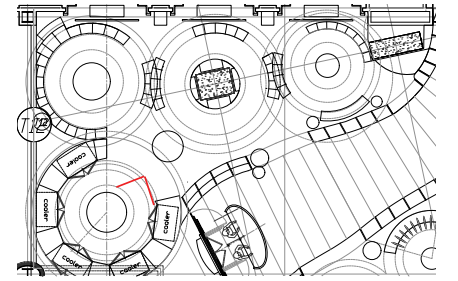












THANK YOU