



# **BRI'O**

RETAIL STRATEGY & GLOBAL DESIGN

WE BELIEVE THAT  
**DESIGN** MUST  
FULFILL RETAIL

# WHAT WE OFFER?

**Brio** creates the link  
**between**  
retail channel strategies,  
brand creation &  
3D design...

**A creative design** to develop retailers brands identities

**An answer** to consumer needs

**A customer experience** to increase in-store sales

**An intuitive understanding** for the shopper

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**BRIO IS A DYNAMIC & FULL-SERVICE AGENCY  
WITH A STORIED HISTORY OF CREATIVE EXCELLENCE.**

A broad range of strategy  
and creative services, including :

Retail Design & Brand-Identity

Merchandising Strategy

Retail Architecture

Global Design



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# OUR EXPERTISE

## **A CONSULTANCY AGENCY**

- To build a consistent instore strategy
- To deliver tools and process for your teams
- To federate brands and retailers
- To secure costs, planning and quality

## **A CREATIVE & INNOVATIVE AGENCY**

- To create retail design and retail architecture
- To stimulate and guide innovation
- To build instore shopper experiences
- To manage design development & deployment

## **A MERCHANDISING AGENCY**

- To develop simple and innovative merchandising solutions
- To share our exclusive & innovative process
- To drive your category management strategy



## **PROGRAM**

Benchmark & recommendations  
Instore strategy  
3D brand identity  
Documentation for  
administrative agreements  
Contractors competition

## **CREATION**

Art direction  
Project management  
Retail design  
Brand signage  
Customer journey

# HOW WE WORK ?

## **DESIGN DEVELOPMENT**

Store prototype  
Furniture prototype  
Nomenclature / toolbox  
Cost, planning and quality  
Faisability

## **DEPLOYMENT**

Process déployment  
Specific merchandising  
configurations  
Concept guidelines



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# WHO WE WORK WITH?

**ELECTROLUX  
MICROSOFT  
SEB  
DELONGHI  
KENWOOD  
MOBALPA  
TCL  
DARTY  
CARREFOUR  
CASINO  
CHACOK  
PIERRE FABRE  
L'ORÉAL  
COLORII  
THOMAS COOK  
VOYAGEPRIVE.COM  
GUY DEGRENNE  
WONDERBOX  
OPTIC 2000  
FERRERO**

**CORIO  
ADVANTAIL  
SHEMA  
AEW EUROPE  
USINES CENTER  
NAILLOUX OUTLET  
HONFLEUR OUTLET  
IMMOCHAN  
ORANGE  
UNIVERSAL MUSIC  
SONY  
WIKO  
CONTINENTAL  
RENAULT  
COYOTE  
ATLAS  
SAMSUNG**

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# AWARDS

**Enseigne d'or** – for Orange flagship store

**Popaï Europe** – for Mobistore concept (Telecom store)

**Prix Stratégie** – Stores Concepts for Orange stores

**Prix jeunes créateurs Unibail** – for Colorii store concept

**Oscar de l'innovation LSA** – for Beauty Box kiosk concept

**Janus du Commerce 2013** – for Guy Degrenne stores concept



Grand prix  
Stratégies



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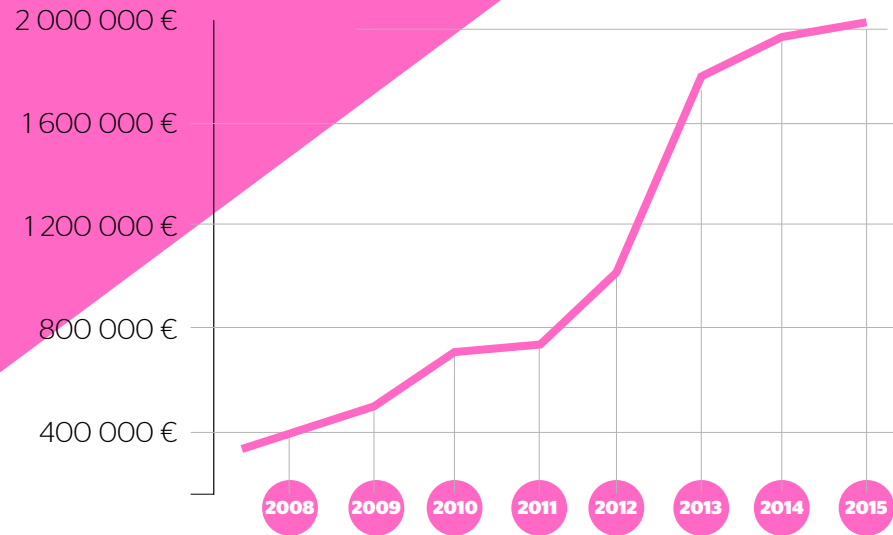


# ABOUT US

## Number of employees:

12 + freelances permanent team

**Brio SAS** is part of **SARL SUPER©**



**Annual Turnover** - 2008 to 2015

# GET IN TOUCH

## **BRIO TOULOUSE**

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