

→ A replica of an antique swim clock adds an understated athletic touch.

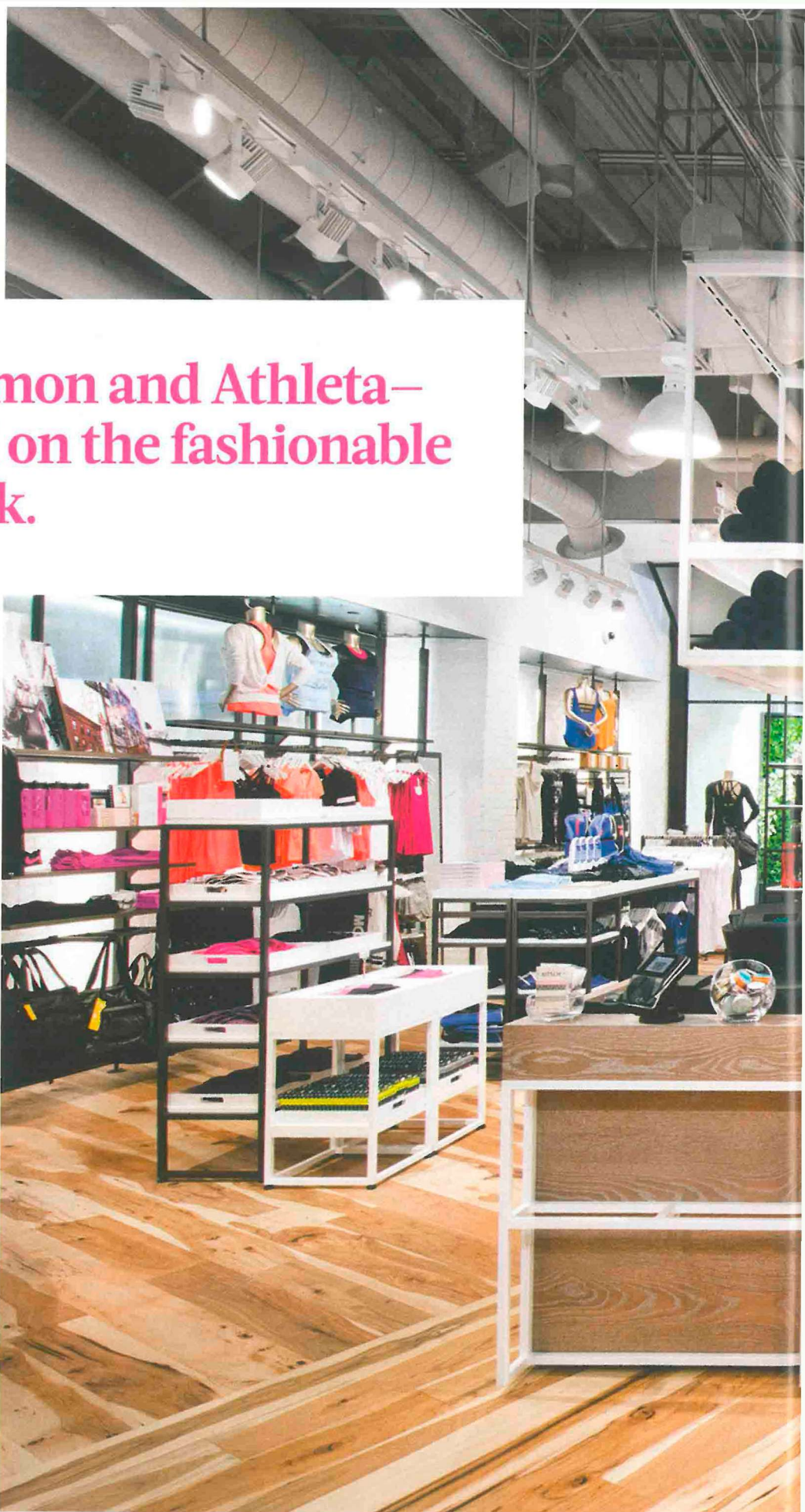
## Move over lululemon and Athleta—there's a new kid on the fashionable fitness wear block.

Pittsburgh-based DICK'S Sporting Goods, traditional operator of big-boxes, launched its new Chelsea Collective this past August as a women's fitness and lifestyle boutique concept. Named for the hip West Side New York neighborhood, DICK'S hopes Chelsea Collective will capture the ever-expanding market of women who wear athletic threads in the gym and beyond.

Toni Roeller, vice president of visual merchandising at DICK'S, says the first two mall-based locations were natural choices for test markets. These include a 5,100-sq.-ft. location in Pittsburgh's recently renovated Ross Park Mall and a 6,444-sq.-ft. space in McClean, Va.'s Tysons Corner Center, an upscale shopping center just outside Washington, D.C.

What sets Chelsea Collective apart from the rest of the pack is that it unites multiple brands under one roof in a chic, boutique aesthetic that is a departure for the sporting goods giant. "Chelsea Collective is a first-of-its-kind women's fitness boutique, delivering a curated, premium assortment of products and superior customer service in an elevated retail environment," Roeller says. "The hand-picked curation of items available at Chelsea Collective outfits and equips the fit and fashionable women with a head-to-toe wardrobe that transitions her throughout her busy day."

To create the concept, DICK'S collaborated with Seattle-based design and brand consultancy CallisonRTKL. Ron Singler, senior vice president and design principal for the firm, says the design team wanted to insert feminine touches without being "too literal." "We added a simple, fine black line in the space of white paneled walls and a neutral palette as more of a feminine notion," he says. In a nod to the urban character of New York's Chelsea neighborhood, the stores have high, open ceilings and white exposed-brick walls.



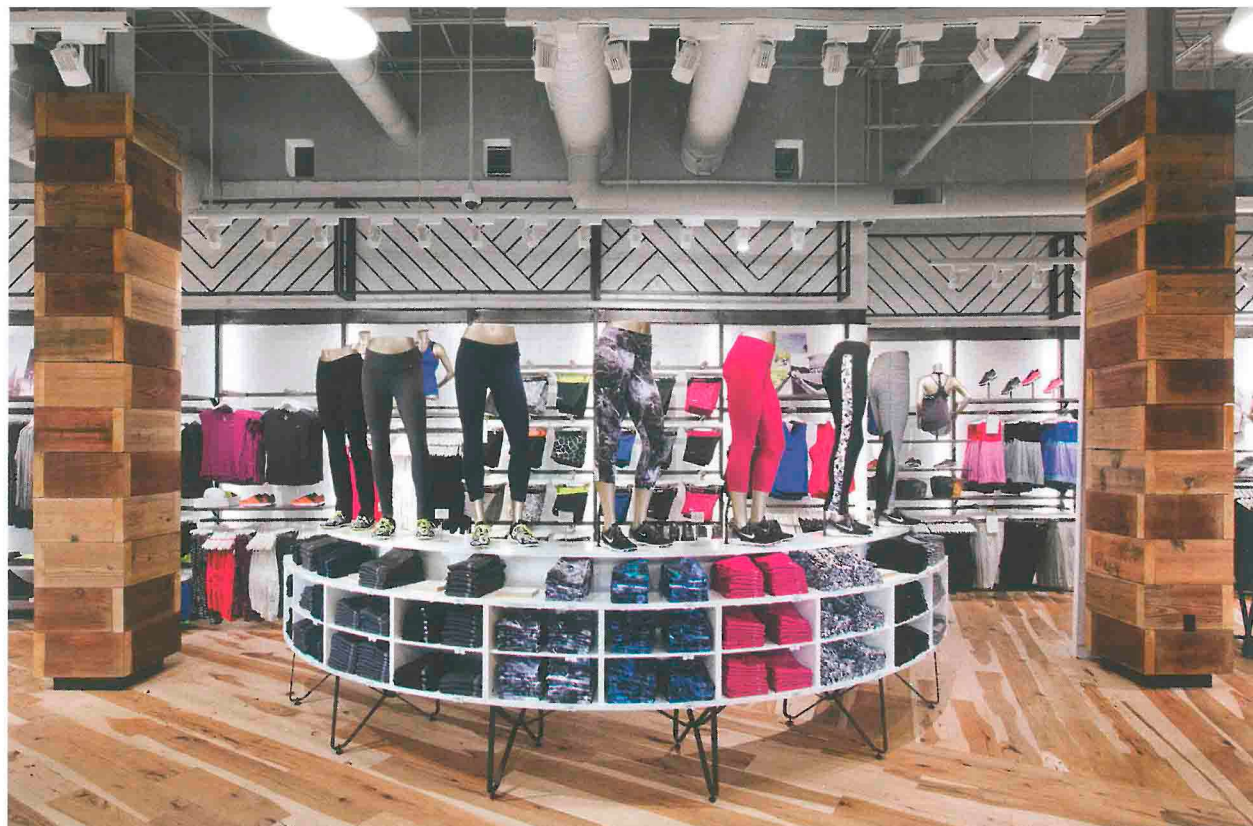






→ Cedar-wrapped columns flank a flexible semi-circular fixture for leggings.

↘ Reclaimed hickory floors are installed on a bias through most of the store, lending a sense of contrast and movement to the space.



The entryways feature white penny tiles highlighted with black chevron tiles that segue into reclaimed hickory floors installed on a bias. “We wanted the floor to have activity, movement and motion; to be a metaphor for fitness,” Singler explains.

The sales floor is dotted with simple fixtures, fit-looking mannequins and cedar-wrapped columns. Singler says that Chelsea Collective’s store fixtures are designed to be flexible to deal with multiple brands and to blend with the neutral background. “This type of product is typically 75 percent hung goods,” he says. “Then the half-round elements for bra tops and tights ended up being the first things placed in the space besides the footwear wall. We could pull them apart and create two separate areas, or put them together and make one larger fixture.”

Simple track, bay and pendulum light fixtures illuminate the way overhead. Even though there are no windows in either store, Singler’s team devised a clever way to imitate the feel of natural light with faux skylights in the footwear area. “To create more of a feeling of being in Chelsea, we created a glass-paned wall that comes in at an angle and backlit it,” he says.

Anna Leach, senior designer at CallisonRTKL and project architect of Chelsea Collective, says one of the biggest design challenges was the actual shoe wall, which consists of a freestanding steel frame filled with translucent ombré resin panels by Steelab. It acts as a shoe wall and a screen between the footwear area and the fit lounge.

“The shoe wall required careful coordination between the design intent, the structural design and the exact sizes of the panels Steelab was fabricating, as well as significant coordination with the general contractor during the construction phase to ensure



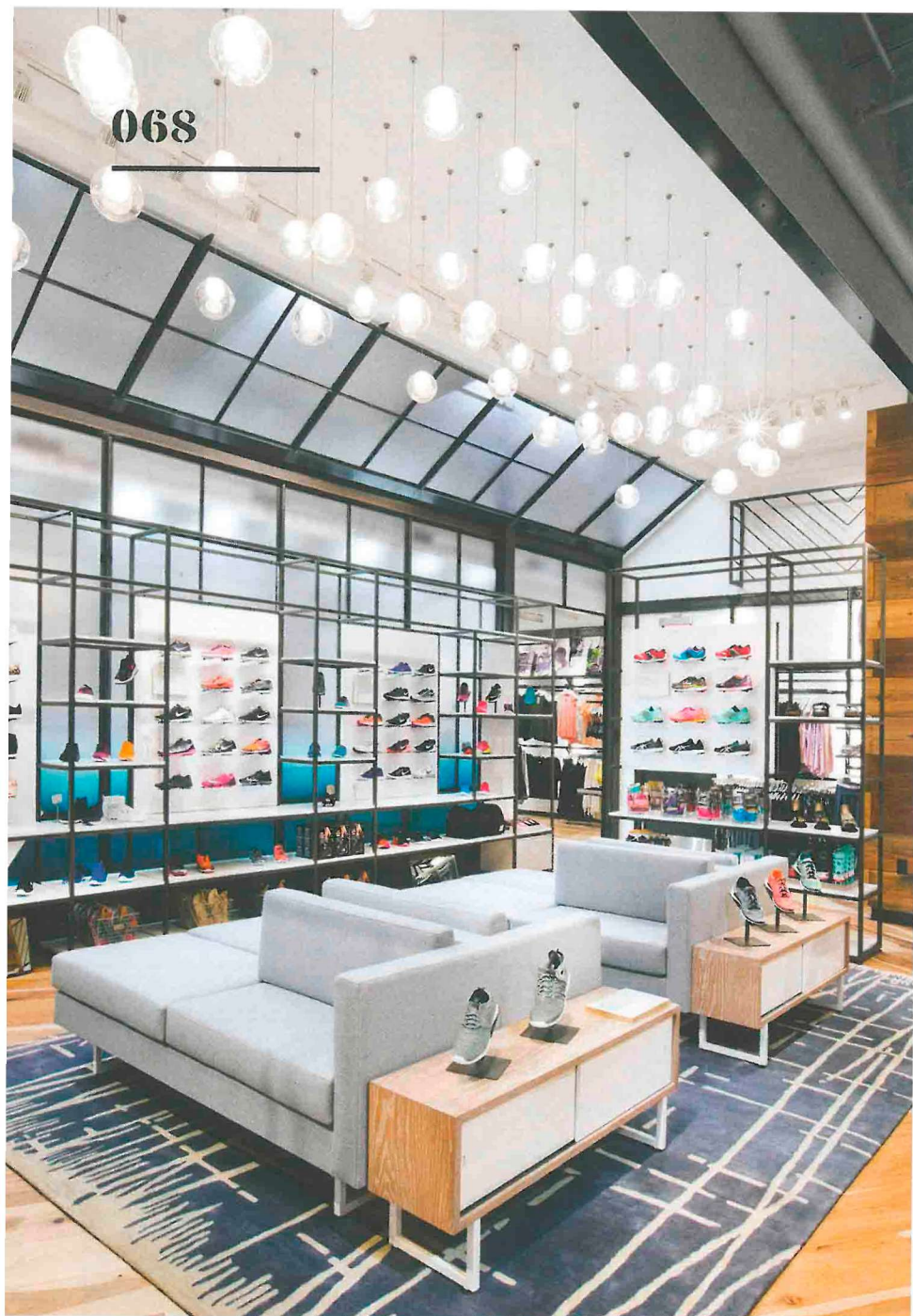
the steel was placed accurately to accept the panels,” Leach explains.

Just behind the shoe wall is the fit lounge, which Singler considers Chelsea Collective’s destination element. Besides fitting rooms and comfortable chairs for hanging out, there is a living wall, charging station, water bottle fill station and a treadmill for gait analysis. “It’s a big piece of the service puzzle, like what you would find in a specialty running store,” he says. “The other part we talked quite a bit about was this community idea. This space allows them to have room for that, like a running club meeting before heading out on run.”

At the cashwrap, a replica of an antique swim meet clock descends from above, another nod to the past. Surrounding fixtures provide a build-a-gym-bag area, with integrated lifestyle accessories like water bottles, and travel-sized toiletries and cosmetics from brands like StriVectin, Philosophy and Bliss.

Roeller says although the concept has been successful so far, there are currently no additional Chelsea Collective stores slated for 2016. But it’s clear she is passionate about the design. “The entire store environment was designed to surprise and delight customers as they make their way through the store,” she says. “The juxtaposition of materials





← Faux skylights illuminate the area over the shoe wall and play up the loft theme.

✓ The living Refresh wall welcomes customers back to the fitting room area, where they can have their gait professionally analyzed on a treadmill.

and lighting were specifically selected to be warm, filled with texture and to create a neutral backdrop for storytelling and wardrobing of the merchandise," she says. "From the entrance, where the customer is greeted with an editorial statement of curated product that acts as a 'mini-runway show' of fitness apparel to the live 'Refresh' wall that welcomes the customer into the fitting rooms, it's an environment that inspires a customer to linger, shop and imagine the possibilities." **d-r**



## PROJECT FILE

### Chelsea Collective

\* Ross Park Mall, Pittsburgh  
Tyson's Corner Center, McLean, Va.

#### RETAILER

Chelsea Collective,  
DICK'S Sporting Goods

#### IN-HOUSE DESIGN FIRM

DICK'S Sporting Goods

#### CONTRACT DESIGN FIRM/ ARCHITECT

CallisonRTKL

#### GENERAL CONTRACTOR

Elder-Jones Inc.  
(Tyson's Corner), Montgomery  
Development Carolina Corp.  
(Ross Park)

#### CONSULTANTS/ENGINEERS

Aedifica Case Engineering  
(MEP), Armour Underserfer  
Engineering LLC (structural)

#### STORE FIXTURES

RTC Inc. (sales floor fixtures),  
Steelab LLC (shoe wall,  
storefront, metal trim),  
ImageOne (geometric fixture  
in entryway), Bocci (globe  
fixtures on shoe wall)

#### LIGHTING

Oculus Light Studio LLC,  
Moooi Heracleum (lighting  
pendant in Fit Lounge)

#### FLOORING

Masland Carpets LLC (area  
rugs), Summitt Forest Products  
(wood flooring), United Tile  
Co. Inc. (white porcelain), Ann  
Sacks Tile and Stone Inc.  
(entry floor tile)

#### SURFACING

3form LLC (resin panels for  
shoe wall), Coronado Stone  
Products (brick at Tyson's  
Corner), Ashland Masonry  
(brick at Ross Park)

#### SIGNAGE/GRAPHICS

Image One (storefront signage)

#### WALLCOVERINGS

Del-Tile Corp. (custom print  
subway tile), United Title  
(wood porcelain tile)

#### FURNITURE

The Mercier Group  
(upholstered furniture/  
coffee table/marble trays),  
DzineElements Inc. (stool),  
Steelab (fitting room bench)

#### FABRIC

Maharan, Brentano,  
Architex Intl.

#### PAINT

Sherwin-Williams Co.,  
Benjamin Moore & Co.

#### SOUND SYSTEMS

Ovation

#### OTHER

Rainer Industries Ltd.  
(custom clock), GSKy Plant  
Systems Inc. (living wall)

Information in the project file is  
provided by the retailer and/or  
design firm.

\*All photos from Ross Park Mall

