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## Franco Sarto adds second store to its North American portfolio

Some things just never go out of style, like classically designed footwear and classic architectural lines. Just as it went when Jencen teamed up with Brown Shoe Company on the Franco Sarto store in Suburban Chicago's bustling upscale Woodfield Mall.

The long narrow space readily reflected the characteristic urban streetscape store found in the world's greatest fashion centers. With a storefront only one third as wide as the sales area's length, storefront impact was paramount; plenty of punch in a New York minute, or in this case a Chicago minute. Simple, elegant and translucent was the solution...bringing one's attention from the concourse through the echoing transparent storefront display right to the soft glowing interior.





**Curves curves everywhere!  
Every surface in the space is softened. A special line of radiused and flexible formed drywall edging was used to achieve these stunning details.**



**Also just as softening is the store's focal point, a hand painted motto-mural that brings a whimsical artisan stroke and reflects the human touch that goes into every pair of Franco Sarto shoes.**



**Simple and classic – with a twist. Just like Franco Sarto shoes, there's nothing stuffy about this experience, it's inviting and approachable.**

*Want to learn more about the Franco Sarto experience, or how Jencen can make your projects stand out in a crowd?  
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