

Case Study: Journeys Store Fixture Program

Journeys is known for more than just shoes—it's a lifestyle brand that thrives on self-expression, creativity, and an ever-changing sense of style. To bring that energy into their stores, Journeys partnered with VCI/Rose to design and deliver a new fixture program that could both capture the spirit of the brand and support the evolving needs of retail.



The Challenge

Journeys needed a fresh fixture program that did more than hold product. Their stores required a system that:

- Delivered a dynamic, youthful look in line with the brand's DNA
- Balanced form and function for both footwear and apparel
- Adapted easily to new products and seasonal shifts

- Withstood the high-traffic demands of mall retail

The vision was bold, but it required an equally bold partner, one that could take the concept from design through installation without losing sight of the details.



The VCI/Rose Solution

Design & Value Engineering

VCI/Rose's design and engineering teams collaborated closely with Journeys to bring their creative vision to life. Every fixture was reimagined with both aesthetics and durability in mind. From raw, industrial finishes to playful graphic integrations, the design emphasized authenticity and adaptability.

Through value engineering, VCI/Rose was able to optimize material selections and production methods, delivering fixtures that looked premium but were built for long-term cost efficiency.

Engineering & Prototyping

The engineering phase translated design into reality. VCI/Rose's multi-material expertise allowed for seamless integration of wood, metal, and graphic elements. Prototyping ensured every detail, from shelf angles to weight capacity, was tested and refined before rollout.

Manufacturing & Installation

Once designs were approved, VCI/Rose managed end-to-end production with precision. The new fixture program was manufactured at scale, then distributed and installed across multiple store locations. Our installation teams worked quickly and efficiently, minimizing store downtime while ensuring every element was installed to spec.

The Results

The new Journeys fixture program has transformed stores into immersive brand environments. Key outcomes include:

- **Elevated Brand Experience:** Fixtures reflect the energy and individuality of the Journeys customer.
- **Flexible Merchandising:** Modular designs allow easy reconfiguration for new products and campaigns.
- **Durability & Cost Savings:** High-quality construction ensures longevity, while value engineering reduced overall program costs.
- **On-Time, On-Budget Delivery:** VCI/Rose handled the entire process seamlessly, meeting Journeys' rollout schedule without compromising quality.



Conclusion

For Journeys, the new store fixture program wasn't just a refresh, it was a redefinition of their retail presence. For VCI/Rose, it was an opportunity to showcase what we do best: design, engineer, and deliver fixture solutions that blend creativity with performance.

VCI/Rose makes retail work—for brands like Journeys, and for the customers who make those brands their own.