

# Case Study

## Industry

Fashion

## Product

Reach, Terrace® Freestanding, Sum™

## Opportunity

Provide workspaces that help express the brand while providing functionality based on job type.

## Color Palette

### Panel Fabric

GN955 Element Warm Beige

### Panel Trim

P4J Muslin

### Reach Cabinets

P52 Carob

### Worksurface

TM33 Whitestone

### Worksurface Trim

EU Musline

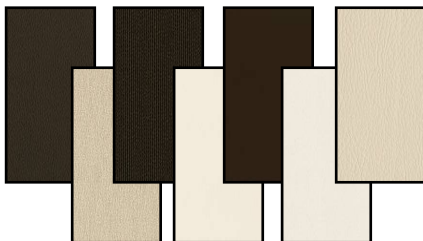
### Sum

BRS12 Brisa Truffle

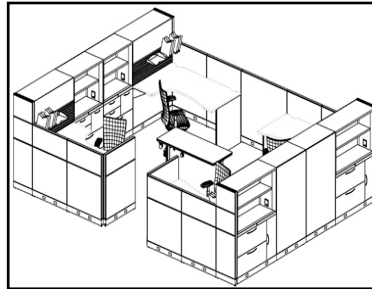
WSP17 Whisper Vinyl Bone

MDM007 Maharam Medium

Espresso



## Reach™ Shows Its Style



This fashion house wanted their new offices to reflect the fashion of one of the country's most exciting houses of style, but the workstations also needed to satisfy the needs of everyone from graphic designers to office personnel to clothing designers. With Allsteel they found all of their needs were addressed with Reach.

**Reason for Success** Because they are one of the nation's leading fashion houses; looks really are everything, including the look of their new offices. *"They did NOT want traditional cubicles,"* said the Allsteel dealer. *"Clients and occasionally celebrities come to their space for fashion shows ... they wanted to create an environment that was different and actively reflected their culture and style."*

Reflecting their culture meant staying true to their brand appeal – and offering the right colors was critical. While the carob paint color the designer wanted was not standard for Reach at the time, the dealer and Allsteel worked together to make it happen.

In addition to brand expression, the workstations solved a key workspace issue. Prior to Reach, most workers kept design and prototype clothing stacked up at their desks. With the inclusion of Reach's wardrobe cabinets the clothing is now moved off the worksurfaces and organized into the workstations storage which also serves as a wall.

Key to the selection of Reach was seeing it in person and in action. According to the Allsteel dealer, *"To understand the full advantage of Reach, clients have to experience it at a showroom. Brochures are great, but it's a solution that sells itself once they touch and feel it."*

The successful installation resulted in additional projects. After their experience with this fashion house, their parent company also chose Allsteel solutions for additional fashion brands.