



Blue Nile

*NATIONWIDE
PROTOTYPE | TENANT IMPROVEMENT*

With a yearly revenue of \$500 million, Blue Nile could choose anyone to help them go from five stores to 50 as they translate their strong online presence into brick and mortar stores in high end shopping districts across the country. To create these spaces, Blue Nile chose to work with the architects and interior designers of NewGround's Retail Team. Led by Richard Avery and Pamela Howell, the team has extensive experience working with retailers including Starbucks, Dior, and Equinox Fitness Clubs. That convinced Blue Nile that our team had the capability to create and manage a design program that will see stores opening at the rate of at least two a month, starting in the fall of 2020.

Working closely with Construction Manager Lisa Sunderland of SCM Solutions, NewGround's Retail Team has designed a process that allows a store to open in six months from the initial site survey. This time frame includes all design, permitting, and construction.

Rounding out the team is Eric Costa of Reese Development, who leads the real estate component of the effort by finding sites and securing leases for each of the stores.

6

MONTH PROJECT SCHEDULE
FROM INITIAL SITE SURVEY
TO STORE OPENING



FEATURES AN INTERACTIVE
DIGITAL EXPERIENCE

2

STORE OPENINGS
PER MONTH



For the first round of stores, the Retail team has updated the existing prototype to add warmth and texture to the space while maintaining brand recognition.

New paint colors, artwork, and furniture welcome casual browsers and purchasing customers. The new design moves create a relaxed space to encourage interaction with the jewelry and employees.

The Retail Team has also been able to extend NewGround's tradition of being a one-stop shop for design and construction by providing environmental graphics, furniture, and, through our partner Nanonation, a digital experience. The latter includes the Magic Mirror – an interactive digital screen for customers to take selfies with the jewelry. These images can be branded and posted on social media to expand Blue Nile's digital and social media footprint, completing the circle, so to speak, for a brand that was born and grew up on the web.

Next up for the partnership between Blue Nile and NewGround's Retail Team is the redesign of the prototype to create a store that better fits their desire to be a come as you are, hospitality-driven space that does away with the stuffiness of traditional jewelry stores, and also tells the story of how the jewelry is handmade by artisans in Seattle.

