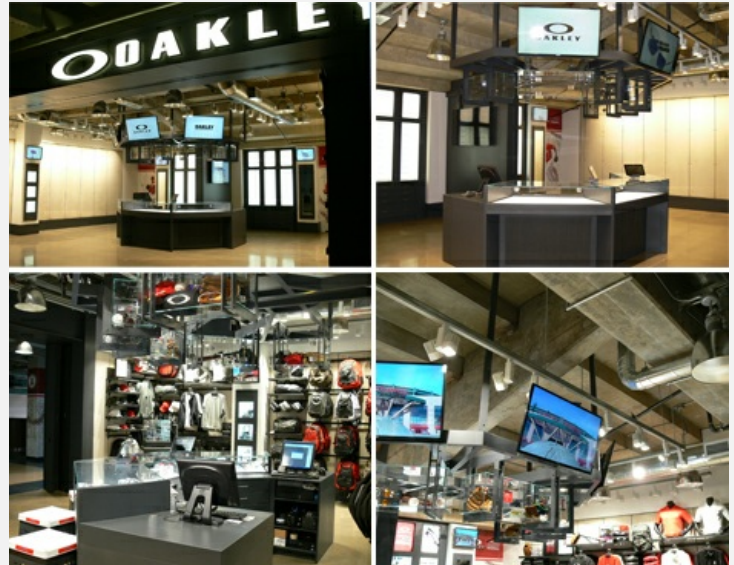


INNOVATOR OAKLEY CHALLENGES TRADITION AND JOINS IT

One of the big three of American icons - baseball, mom and apple pie - made room for a growing American brand known for their innovative gear for some of the world's top athletes and Olympians. Caliber recently helped Oakley, the lifestyle products trendsetter with sunglasses and performance products, by completing the build-out of a store in baseball's Angel Stadium of Anaheim.

Caliber's latest effort - one in a series of retail and corporate construction projects for them - was a 1,000 square foot retail store smack dab in the middle of baseball action on the field level next to the Diamond Club and the Angel's archive center. The store offers fans an opportunity to buy Angel's sunglasses and apparel that departs from tired approaches to team-themed products and builds in Oakley's sleek aesthetic. [Read more...](#)



RETAIL SPACE DESIGN TRENDS

According to Joseph Bona, President of Branded Environments at CBX, profitable and trend-forward retail stores use technology and store design to create richer, interactive experiences.

"Even in this digital age, like-minded people still enjoy being together amid a sense of community in tried-and-true gathering places like football stadiums, churches, concert halls and cafes," Bona said during a presentation at Global Shop, the annual retail design and shopper marketing show.

Bona says the real opportunity for retailers is to leverage their stores in ways that

UPCOMING STORY

How can banks deploy the enriched experiences retailers create in their own brick and mortar outlets? How are forward-thinking financial institutions giving rise to brands and in-person experiences that contribute to building the kind of brand loyalty consumer brands have known?

In the next issue, Caliber will talk with Peter Bena of Bena Design Partnership to explore new trends driving the banking industry to use technology, VIP centers, and roaming client service helpers to

at
lead to meaningful social engagements and to create a look and feel that encour
ages
shoppers to linger, interact and form strong identification with the brand.

and learning client service helpers to
change the historically conservative
approaches to consumer and commercia
l
banking relationships.

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