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# At the Forefront of Storefronts

## GlasPro helps high-end retailers build brand identity with fabricated glass storefronts

Seeking to reinforce company image in an increasingly competitive market place, well-known companies such as Cartier, Louis Vuitton, Chanel, Tiffany, Dior and Apple are placing significant importance upon creating distinct and memorable impressions in the minds of consumers through cutting edge design of retail spaces. Chief among design considerations is creating a storefront that is at once striking and functional.

Fabricated glass has proven to be an ideal material for this purpose. Versatile and cost effective, it can be formed into innumerable configurations in a wide range of colors and finishes to meet the most demanding aesthetic and structural requirements.

Many of the country's leading architects and designers have crafted modern, iconic facades and storefronts for many of the best-known brands in business today by utilizing GlasPro technologies and products such as back-painted panels, digital graphics, bent, over-sized tempered and custom machine-cut laminated glass.

It is this unique repertoire of techniques and materials that have built GlasPro's reputation as a leader in glass solutions for those professionals shaping the public face of high-end retail businesses such as:

Louis Vuitton, Las Vegas. Features opaque, back-painted panels with custom cutout areas for logos and merchandising windows. With a total of three different storefronts, the showroom required precise fabrication of unique pieces to accommodate special logo alignment needs.

Dior, Las Vegas. Features a facade with a unique layered composition of carved, bent glass. Over 50 unique, illuminated 1/2" panels - some over 150" in length - are set 12" apart to form the radial facade.

Cartier, Las Vegas. Consisting of more than 200 unique computer-cut panels of acid-etched laminated mirror with custom art film creating a dynamic pattern of alternating, shaded forms.

Rock & Republic, Hollywood, California. Reinforcing brand image with a distinctive style made for the spotlight this structure features heavy fabricated glass in storefront walls as well as doors. A massive one-of-a-kind bent glass showroom display sets the space apart in this intensely competitive high-end market.

Apple, Cerritos, California. Exemplifying iconic Apple Store design, the clean welcoming facade features perfectly fabricated panels of clear low-iron glass. Deceptively simple looking, the structure is comprised of massive 170 inch tall tempered panels.

Chanel, San Francisco, California. This storefront glass features a facade of opaque clad pieces and over-sized merchandising windows the store. The showroom staircase, lined with laminated digital graphic glass, rises two stories and is spanned by a perfectly aligned custom pattern of white spheres.

Tiffany & Co., Beverly Hills, California. A unique custom facade utilizing a custom laminated technique to produce a panel that fades from a blue opaque at the edges to visually clear in the center. Truly one of a kind.

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