



COLE HAAN STORE, CHICAGO, ILLINOIS

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Cole Haan, the maker of high quality men's and women's shoes, redefined its brand for the turn of the century. The products are now modern, sexy, and optimistic. The first store under the re-branding program was Cole Haan's Chicago flagship. VDTA worked closely with Cole Haan to develop a new brand identity for their stores that extends the changes in their product line and corporate imagery. The design uses 1950's Palm Springs as a reference point to the development of a warm modern image for the store.

