



**Above** Space.NK, the London-based beauty apothecary, offers a multi-brand concept in one shop, which is accented by light wood flooring and clean counter surfaces.

Arcade. This allowed for the expansion of beauty into a massive 25,400-square-foot space, with fragrances and fashion accessories moving to the space vacated by men's.

"The immediate impact was remarkable," says Hruska. "Back walls are no more than 14 to 16 feet from the aisles, greatly increasing merchandise exposure. Also, interior walls now divide the main floor for the first time in Bloomingdale's history." The new plan partitions the main floor into seven individual spaces, with the beauty department divided into three defined rooms. The big concern in segmenting the floor was losing the energy generated by the buzz of customer

activity. So president and ceo Michael Gould encouraged each cosmetic firm to present its three best installations from anywhere in the world, then challenged them: "How are you going to make mine better?" So there are exciting new vendor offerings from Bare Escentuals, Shu Uemura, Bumble and bumble, Jo Malone, Sisley and Giorgio Armani Beauty.

To retain Bloomingdale's proprietary image, Hruska strategically engaged the retailer's iconic elements, such as the signature checkerboard floor. Ample cross aisles tiled in black and white enhance customer circulation, while uneven floors in the 80-year-old store were leveled to ease transition points.