

# Chicago

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## Nike Pop-up in Nordstrom

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Nordstrom Chicago seems to be big in the pop-ups they do all throughout the store, this was the pop-up they did with Nike for women's apparel and footwear.

This pop-up caught my attention due to my career interest in Nike, it also helped me learn how Nike collaborates with different retailers like Nordstrom to arrange pop-up merchandise.

I will use this knowledge of the pop-ups in the future as this is a great idea and way that a company can create an aesthetic and specific visual merchandise display.



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# American Girl

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This is a picture of a doll display located in the store of American Girl

The tour we went on to American Girl was a weird, yet eye opening experience for me. It showed me how much went into this store and how weird it was for me to see how attached children can be to dolls, especially when I saw the real-life experiences they received with their dolls.

With the information I gained at American Doll, it will allow me to think of different ways I can look at not only the parents of the family, but the children as well.





# Lebron 17 Display



## Description

This is the Lebron 17's display located in the Nike store



## So What

This particular tour made such an impact on me again due to the interest I have with Nike as a career. This display also stood out due to the way Nike made the floor of the display represent a basketball court with a cushion feel.



## What Now

Looking at this display reminded me of how creative Nike can be with their visual merchandise displays, which also reminded me to always think creative and bold.







# Nike Lab



## Description

This is the entrance to the Nike Lab before you reach the actual store part



## So What

This stop impacted me since there are only two Nike Lab pop-ups in the nation. The walls are also all old recycled shoes.



## What Now

Knowing how Nike is using this pop-up as a sustainability act helps me think of different ways we can think of sustainability.



# Macy's



Visual Merchandise display at Macy's

This was a very meticulous display that seemed to be well thought out, this was the theme it seemed like for all 7 floors of Macy's Chicago, which was very impressive.

These visual merchandise displays made me appreciate visual merchandise members who can make anything look so artistic.



# Polo Ralph Lauren

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Me standing in front of the entrance of Polo Ralph Lauren

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I have always been a fan of Polo Ralph Lauren, this store really impressed me due to the way they had a “New York vibe,” outside and inside the store.

With the way Ralph Lauren set up their store it amazed me how well they can put together products and categorize different labels in their own brand.





A man in a dark jacket is seen from behind, looking out over a city skyline. In the foreground, a river flows, with a few small boats visible. The background is dominated by tall skyscrapers, including one with the word 'TRUMP' on its facade. The sky is blue with some clouds. The overall scene is bright and clear.

# Summary

Chicago was a very eye-opening experience for me. It allowed me to see how different businesses run in such a fast-paced city and compete as well with the best of the best. This trip also opened my love for Chicago and motivated me to pursue a job or internship in this area. It exceeded my expectations I had prior to the trip.