

# Designing and producing the in-store visual experience for a **global retail network** — from a single source.

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AT A GLANCE



## **The challenge**

Global retailers running multi-brand portfolios face a structural problem: visual production scales linearly with markets and brands. The traditional answer is to spread design work across 15–20 designers in regional offices — each with their own Adobe versions, fonts, brand interpretations and timelines. The result is inconsistent brand language store-to-store and weeks of coordination overhead per campaign.

This client — a global footwear retailer with four brand identities, presence in over 100 countries, and 8,000+ retail locations — needed both creative direction AND production capacity to run continuously, without the fragmentation costs of a distributed design team.

## **The approach**

I act as the single source for the entire in-store visual production: I creative-direct each campaign (window concepts, fixture layouts, color and material decisions) and produce the complete deployment package using a proprietary production engine I've engineered over years.

The kit production engine runs fully on local infrastructure: composition, layout, format adaptations, InDesign packaging, regional roll-outs all happen on-premise. **Sensitive client data — collection names, pricing, brand claims, internal copy, unreleased product references — never leaves the environment.** Campaign imagery is either supplied by the client or **AI-generated upstream on their behalf** — commercial-grade, art-directed, brand-consistent — then routed through the local engine.

When no shoot is budgeted or feasible for a campaign, **I AI-generate the campaign imagery end-to-end** — indistinguishable from a traditional commercial shoot — making the shoot cost line disappear from the production budget.

Print-ready PDFs

Hi-res JPGs

Web-optimized JPGs

Full InDesign package

KV Overview

VM operational guide

**Every file is production-standard and fully editable.** Internal designers can iterate, print partners can fix bleed, regional teams can localize copy or swap a product at the last minute — without ever touching the system. The automation lives in the production layer, not in the deliverable.

**And when no shoot is budgeted for a campaign, I can AI-generate the campaign imagery on your behalf** — commercial-grade, art-directed, brand-consistent, indistinguishable from a traditional shoot — then route it through the same local kit engine. One more line gone from the production budget.

## RESULTS

**30×**

Faster on production, per kit. 1 hour against 3–4 days of manual design work.

**5×**

Faster per multi-kit campaign. 30 hours of work vs 3–4 weeks for a manual team.

**3–4**

Senior designers replaced. One creative voice, one consistent execution everywhere.

**What this enables**

**Consistency at scale.** Brand language stays identical across every market. No translation step between regions, no version drift, no fragmented execution. One brain, one execution everywhere.

**Speed under pressure.** A campaign that would take a traditional team 3–4 weeks ships in 30 hours of work. Last-minute requests, parallel multi-brand launches, and tight seasonal turnarounds become operationally trivial.

**Savings beyond design hours.** The kit production replaces 3–4 senior designers. And when a shoot isn't on the table, I AI-generate the campaign imagery itself — commercial-grade, indistinguishable from a traditional shoot — removing another full budget line.

**Privacy by design.** Sensitive client data — collection names, pricing, brand claims, internal copy, unreleased product references — stays on local infrastructure throughout the entire kit production workflow. The brand-confidential layer of the work never leaves the environment.

**WANT THIS FOR YOUR RETAIL NETWORK?**

I work with retail brands (fashion, footwear, beauty) and creative agencies that need a creative-to-deployment partner with built-in production capacity.

Pilot Campaign

Production Retainer

On-demand Campaign

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