



You climb as hard as  
you can...just advancing  
one inch at a time.  
That's the secret of life.

- Jerry Seinfeld



Success Story →

## Painting the Great White North with Three Stripes: The KD Group/ Adidas Triumph



When the call came down to roll out the premium Adidas shop-in-shop experience across every single Sport Chek and Footlocker in Canada, **KD Group** didn't just see a project they saw a retail Everest. This wasn't merely about putting shoes on a shelf; it was about orchestrating a coast-to-coast brand revolution. It required moving mountains of material, navigating the Canadian geography, and turning raw ambition into a tangible, high-performance retail environment.

**KD Group** conquered the summit, transforming a logistical leviathan into an overwhelming, undisputed triumph. To capture the relentless energy of Adidas, a simple cardboard stand was never going to cut it. The vision demanded a multi-substrate masterpiece. Our design and engineering teams became modern-day alchemists, marrying contrasting materials into a cohesive visual symphony.

Working with multiple substrates our engineers didn't flinch. They drafted meticulous plans where powder-coated steel skeletons flawlessly embraced warm timber accents and glowing acrylic signifiers. Every joint, seam, and fastener was engineered to tight tolerances, ensuring that a display destined for a humid Vancouver summer would stand just as strong in a bone-chilling Winnipeg winter.

This was manufactured on a titanic scale. Mountains of raw metal were cut, bent, and welded by our master craftsmen. Miles of LED strip were meticulously embedded into custom-routed channels. Every single substrate was treated with the utmost respect, undergoing rigorous quality control checks before being married to its partner materials. We weren't just manufacturing fixtures; we were forging armor for the Three Stripes.



Building the components was only half the battle; getting them where they needed to be - a logistical gauntlet. Canada is less of a country and more of a sprawling continent. Delivering these complex, multi-substrate behemoths to hundreds of Sport Chek and Footlocker locations from Victoria, British Columbia, to St. John's, Newfoundland, required absolute wizardry.

We orchestrated a fleet of transport vehicles, packing the fragile, high-gloss components alongside heavy steel bases in a massive, Tetris-like operation. Our logistics team played a masterful game of chess, ensuring that every bolt, beam, and back-panel arrived on time and completely unscathed.

The final act of this epic saga was the installation - a synchronized, nationwide blitz. You cannot simply drop a multi-faceted architectural puzzle in the middle of a busy retail store and hope for the best.

Our installation teams, operating largely after hours to avoid disrupting the retail flow, executed a choreographed dance of assembly. They leveled steel bases, aligned, glowing acrylic halos perfectly, and wired up the lighting so that every shoe and apparel piece would be bathed in an ethereal, athletic glow. The complexity of the

multi-substrate engineering shone through here, as the prefabricated pieces locked together with satisfying, snap-tight precision.

The result? A staggering, undisputed victory on the retail battlefield. The brilliant interplay of metal, wood, and light draws the eye and elevates the product, proving that when **KD Group** takes the helm, the impossible is just another day at the office. Cementing the Adidas legacy in the Great White North one perfect display at a time.

August 2026 Issue →

# The Role of Store Fixtures and Retail Displays in Enhancing Brand Identity



In today's competitive retail landscape, businesses are not only selling products but also experiences. Customers no longer enter stores solely to purchase an item - they want to connect with a brand, experience its story, and feel aligned with its identity. One of the most powerful yet often underestimated tools in achieving this is the use of **store fixtures** and **retail displays**. These elements go beyond functionality; they serve as silent brand ambassadors, communicating your values, aesthetics, and professionalism to every customer who steps inside your store.

Brand identity is the personality of your business. It includes your colors, logo, store layout, customer service, and even the way products are displayed. When executed effectively, brand identity creates trust, increases recognition, and fosters loyalty. For retailers, translating this identity into the physical environment is critical because shoppers rely heavily on visual cues when making decisions.



**Store design and product presentation shape how customers perceive a brand's credibility and quality. This is why investing in fixtures and displays is not an optional extra - it's a necessity for long-term growth.**



**Store fixtures** are the backbone of any retail environment. From shelves and racks to display tables and gondolas, they provide the structure for product organization and customer navigation. But beyond function, fixtures convey brand personality. For example, they can be used to convey a minimalist brand using sleek, modern metal fixtures with clean lines to reflect sophistication and simplicity. Similarly, for luxury brands they can incorporate premium materials such as glass, polished wood, and brass to project exclusivity and elegance; and for eco-conscious brands they may use recycled or natural wood fixtures to reinforce their sustainability values.

This means that every fixture, no matter how small, tells a part of your brand's story. Retailers who ignore this risk sending mixed messages or failing to connect with their audience.



While fixtures provide structure, **retail displays** add personality. Displays are often the first thing customers notice, especially when strategically placed in high-traffic areas. Whether it's a window display designed to draw people inside or an endcap promoting seasonal items, displays create moments that capture attention and spark interest, they tell a story through colour or lighting and prioritize functionality with style.

For example, Apple's retail displays showcase simplicity and clarity, aligning perfectly with the brand's minimalist ethos. Similarly, cosmetic stores often create colorful, playful displays to reflect creativity and beauty.

In modern retail, store fixtures and retail displays are far more than practical tools. They are visual storytellers, brand amplifiers, and trust builders. They create environments where every corner reflects the essence of the brand. From minimalist racks to innovative end-cap displays, every detail is shaping the customers' perception.

Retailers who prioritize their fixtures as part of their brand strategy position themselves for long-term success. At **KD Group**, we approach these elements of silent ambassadors leaving customers our customers not just satisfied—but inspired and loyal.

# Jefferey Lee

## The Master of Details: Profiling Our Design Lead



Whether he is putting the final, gleaming shine on a car or calculating the exact trajectory of an elastic band to strike a stationary housefly, Jefferey Lee, our Design Lead is a man who thrives on precision. This meticulous attention to detail has not only made him an amateur car detailer and a highly unconventional rubber-band sniper, but it has also defined a rather impressive, multi-country career in industrial design.

Here is a look at the man behind the CAD models, his journey to KD Group, and the perfectly polished life he leads off the clock. Our Design Lead's journey is one of resilience and careful

planning—though it occasionally features a lucky coincidence. His passion sparked in high school architecture courses, eventually lead him to Carleton University, one of only three schools offering an industrial design program at the time. After graduation, his career path took him to New York, where he designed cosmetic wall and tray systems for massive retail brands like L'Oreal, Maybelline, and Neutrogena. When the pandemic brought unforeseen hardships, he made the decision to return to Canada. Through a fortunate coincidence and a connection with an acquaintance, his extensive background brought him right through the doors of KD Group.

While he clearly enjoys the mechanics of design, his current focus is heavily invested in the people around him. Unlike his previous roles, working at KD Group allows him to see the entire lifecycle of a project - from the initial design to the prototype, all the way to store shelves. His proudest accomplishment isn't a specific retail display; rather, it is watching young designers flourish and successfully apply his advice to their workflows. He greatly values the tight-knit, politics-free culture at the company and frequently relies on the sage wisdom and vast experience of his colleague, Grant (the wise sage from an earlier newsletter).



To understand how our Design Lead operates, you simply must look at what fuels him when the screens are off. The best career advice he ever received was from an early boss: *"Get on the phone if you want something done"*. While it was a tough pill to swallow for a self-proclaimed introvert, he has learned to embrace real-time communication to keep projects moving. His ultimate productivity hack involves putting on headphones, blasting deep house or down-tempo electronica, and plowing through design work fueled strictly by black coffee.

When he isn't mentoring or working, you can find him enjoying weekend gaming sessions with friends, detailing his car, or dreaming of designing automotive products. Oh, and if he had to eat one meal for the rest of his life? Sashimi.

For any questions regarding store design, or to receive previously missed April and May newsletters, please reach out to Pat at [pat@kddisplays.com](mailto:pat@kddisplays.com)

**Every project begins with a conversation. If you're thinking about your next retail fixture adventure, we'd love to connect and explore what's possible together.**

**Let's Connect**

*We create better retail experiences.*

**KD GROUP**

