



- environments design
- graphic design
- architecture
- fabrication
- implementation
- construction management

## reaching new customers quickly & cost effectively

Best Buy is taking an innovative approach to expanding their in-store brand by first defining their target customers, and then developing retail environments that specifically address those customers' needs. Pursuing the strategy through "stores within stores," Best Buy asked WD Partners to work with them on Musical Instruments and Club Beats because our in-house capabilities allow us to design as well as execute.

These shops give people an opportunity to explore musical instruments, a full range of DJ products, and related software and hardware in an environment where knowledgeable associates can offer advice and guidance. Musical Instruments is in 100 locations. Club Beats, a partnership with audio company Monster and Beats Electronics, is being introduced in six key markets, and will eventually be in 300 stores.

