

## PRESS RELEASE

### Vizona realises Dockers® Amsterdam

The Dockers® brand is the leading purveyor of comfortable and stylish casual wear and continues to expand product offerings to provide men and women with clothes for a versatile, on-the-go lifestyle. Dockers® khakis were first introduced in 1986 as the casual alternative to jeans and dress pants. The line has since expanded from men's casual pants to a lifestyle resource offering a full range of head-to-toe products for men and women.

Dockers® San Francisco has owned a store in Leidsestraat in Amsterdam for years. Vizona has given this store a new interior look.



The materials used are natural and tough, mainly steel and wood. The alternation between black metal and dark types of wood with white and soft green colours, gives the store a male but friendly look. The cash desk features white stripes of stone combined with a dark working surface. The dressing rooms are unique with doors of black steel.

The graphics throughout the store represent images of San Francisco, where the brand is rooted, and decorate the interior of the store in a fitting fashion. Although trousers are still the most important product, the store provides a complete Dockers line for men.

At present, the new concept designed for Dockers by Gensler Associates, London is implemented by Vizona throughout Europe. Vizona's services include the project management as well as production and assembly of the entire shopfitting.

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#### **Please let us have a specimen copy. Thank you.**

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