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## Fresh new face lift - JP Superstore

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In the retail industry, storefronts and display windows are designed and merchandised to set the tone for a particular season, promote sales and new arrivals and are used to competitively market and brand the business to consumers. Imperative for businesses, storefronts are equally utilitarian as they are artistic and JP Superstore is currently renovating its San Vitores Road storefront for both purposes.

"There are several reasons [for the renovations] and one of them is to help traffic flow along San Vitores Road," said Eric Ichioka, president of City Hill Co. The entrance to JP Superstore adjacent to T.G.I. Friday's is located at one of Tumon's busiest intersections next to DFS Galleria and across San Vitores from the Plaza. The already heavy traffic flow in the area is heightened with the amalgam of buses, taxis and pedestrians. "The design calls for a creation of a bus lane in front of the store so that buses can stop without blocking one entire lane. We will provide our own bus shelter that we can maintain and keep in good condition," said Ichioka. "By removing the orange rock, we can display the continuity of the building from the north to south end as one and to provide easy access to our customers."

The initial project planning began in 2008, but actual renovations commenced Aug. 3. To minimize interruptions to the store's daily operations, Ichioka told the Journal that the project is divided into two phases; the first is scheduled for completion by Dec. 31 and then the second phase is scheduled for the second quarter for 2010 from April to October. JP Superstore has remained open during its renovations from 9 a.m. to 11 p.m. RIM Architects and contractor Leading Tech Construction are the two firms awarded the project. Approximately \$2 million has been invested into the renovation project and will enhance the store façade without affecting the interior or floor space.

In addition to the existing project in Tumon, JP Superstore is still moving forward to open its additional store at the Micronesia Mall. (See "Coffee, tea or Chilis? New additions at Micronesia Mall" in the July 20 issue of the Journal.) The 3,177 square-foot store located in close proximity to its existing JP Extreme and JP Edge stores was scheduled to open Sept. 25. JP Superstore and its group of stores including JP Edge, JP Extreme and JP Couture are a fashion and consumer goods retailer carrying brands from Italian houses including DSquared and Dolce & Gabbana as well as American fashion designer, Diane von Furstenberg. The store carries products for men, women and children in addition to souvenirs and novelty items. MB