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Tobin+Parnes Design Enterprises Provides Retailers With Solutions That Sell

New York, NY - Tobin+Parnes Design Enterprises has revolutionized the retail industry by providing its retail clients with design solutions that produce enhanced sales and loyal customers who feel their needs are being met.

Says Carol Tobin, a principal at Tobin+Parnes, "The trend for retailers to put a lot of thought into their store designs has increased dramatically over the last few years. In today's world, consumers just don't have time to waste. That's why many will opt to make their purchases via the Internet or through catalogues. But even those who prefer the old-fashioned shopping method don't want to spend valuable time wandering into stores only to find themselves surrounded by a product line with which they have absolutely nothing in common. The challenge among retailers is to create spaces that speak directly to their target audience and adequately reflect their particular sensibilities and lifestyle. Our success in the retail industry is rooted in our ability to work with retailers to determine precisely who their client is and what their shopping experience should reflect."

Tobin+Parnes Design Enterprises has been working closely with retailers for over 17 years. They are responsible for transforming a dark, heavy Floris of London retail space on Madison Avenue into a sparkling jewel case against which the famed perfumery's delicate product shimmers and radiates. For Lancôme Studio 59 at Bloomingdales, they devised a design that generates excitement and drama at both store entrances but ensures that the consumer's focus does not stray from merchandise once they have ventured inside to the "studio" area. For Active Warehouse, a cutting-edge, nuts-and-bolts (literally), pulsating hip-hop destination was created to coincide with its customers' identity. For Alain Mikli, one of Europe's greatest designers of high fashion, handcrafted eyeglass frames, Tobin+Parnes used color to create a subtle glow that guides consumers into the landmark district Madison Avenue store.

Episode International, A Pea in the Pod, Excursion, ProSports, and Television City Retail Store are a few of the other retail destinations for which Tobin+Parnes has created cutting-edge designs.

Tobin+Parnes Design Enterprises is a full-service architectural and interior design firm dedicated to providing outstanding design solutions for a broad range of clients on a highly individualized basis. Tobin+Parnes works with top researchers, contractors and consultants from all over the country to stay on the cutting-edge of construction, building and material developments. In addition to its retail designs, other properties that have benefited from Tobin+Parnes' design solutions include Paul Taylor Dance Company, Hebrew Home for the Aged at Riverdale, The Riese Organization, the Parker-Meridien Hotel, the Southampton Inn and more. Tobin+Parnes has also restored numerous Landmark buildings throughout New York, including the famed Paramount Building in Times Square.

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