

## Retail Store Of The Year

### Cashwrap

#### Skechers

Universal City, Calif.

*Design Firm: ME Productions Inc.*

*Marina Del Rey, Calif.*

Form and function are well-matched in the cashwrap at Skechers, Universal City Walk, Universal City, Calif. The unit is designed as an all-around control station. In addition to serving as a checkout, it provides a unique stage for accessories and promotional items as well as space for storage and trash. Its playful display and design allow for a nonintimidating conclusion to the shopping experience.

The futuristic-looking cashwrap is suspended over a terrazzo island by two metal columns that project blue light onto the contoured ceiling. The “floating shoe” displays contained within mimic the monitors on the globe behind the unit. It’s worth noting that the Skechers’ checkout is ADA-correct. A special counter is integrated with a touch-latch retractable pull-out ledge accessible to disabled customers.

