

MTI - Urban United

The Brief:

As part of their future strategy to reposition and overhaul the group stable of fashion brands, MTI (Kiev) recently launched their new footwear brand URBAN UNITED. Specifically aimed at the 16 to 26 year old male and female cool hunters, the stores offer the very latest global fashion trends in shoes, bags and accessories.

The Solution:

The store is an eclectic mix of materials and furniture reflecting urban life, utilising everyday cast offs including cars, household goods and construction materials. Representing inspiration for a new generation, the URBAN UNITED personality dictates that the visual language takes its cue from street art and music rather than typical graphic formats employed in most retail stores.

Store treatments feature the unexpected creating an environment that is both challenging and entertaining. Elements include a tunnel entrance, cars and caravans, indoor and outdoor furniture including cash shed and DJ platforms.

The Result:

The flagship store is currently under construction following the opening of two pilot stores at the end of last year and a rollout programme for a further twelve stores is underway. 'i-am' are now looking at realigning all of the MTI fashion brand portfolio by the end of 2011.



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