



World Kitchen— Something New In-Store



World Kitchen, a leading maker of dinnerware, bakeware, kitchen and household tools, rangetop cookware and cutlery products, was planning the grand opening of a new concept store in Aurora, Illinois.

The Opportunity

Charged with refreshing the store experience, Chuck Schneider, Senior VP of Visual Merchandising, partnered with our Rose Displays design team to bring his vision for a new window display to life. The concept called for creating an open structure with glass shelves and an integrated EvenGlow™ LED lightbox suspended by ThinVisible™ cable—allowing the displayed merchandise and the signage to appear virtually free floating.

The Rose Solution

This unique opportunity required our team to engineer a custom-designed window display fixture from concept to install— and to complete the project within eight weeks, in time for the new store's grand opening. Working closely with World Kitchen at every stage of the collaborative design process and teaming with our extensive network of top-quality resource partners, our design team created an elegant fixture with sleek lines, suspended glass shelves for merchandise presentation and a stunning two-sided, illuminated EvenGlow™ LED lightbox hung from ThinVisible™ cables.



The Benefit

World Kitchen had a vision and Rose Displays delivered on the idea. The new display fixture transitions seamlessly into their store environment— calling attention to the products, not the fixture. The collaboration strengthens our partnership with World Kitchen and highlights Rose's ability to create imaginative, custom-designed solutions by 'thinking outside the frame.'

“Thanks to Rose Displays’ ability to create beautiful, customized displays that integrate elements from its standard product line, our concept idea was brought to life in our new store in Aurora.”

— Chuck Schneider, Senior Vice President of Visual Merchandising, World Kitchen

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