

Rockport Retail Fixtures

Rockport, the Massachusetts based design and manufacturer of men's and women's footwear and accessories, and former subsidiary of Reebok International, sought to reimagine their retail brand experience.

The Opportunity

Working side-by-side with Rockport, Visual Creations was tapped to value engineer and produce their new concept fixtures—with a focus on maintaining the integrity of the high-end look and feel of the new concept design.



The Solution

The high-end sophisticated opportunity showcases our excellence in engineering, material sourcing, and quality manufacturing. The custom fixtures, materials and finishes include powder-coated steel, solid and real wood veneers, and a magnetic LED light system for a simplified assembly.



The Benefit

Utilizing our value engineering techniques for Rockport's new concept fixtures allowed for a US manufactured product that delivered a high end vision, at a reduced cost.

