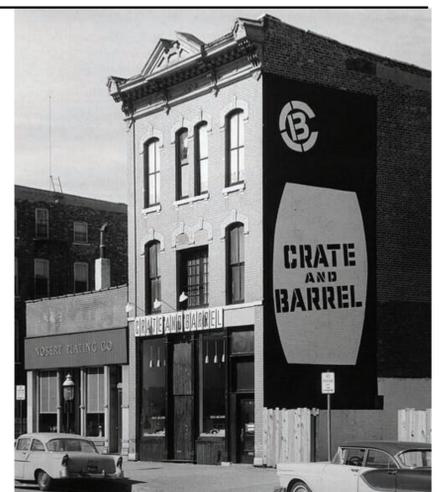




Brand Expression - Crate and Barrel began with two individuals Gordon Segal and Carole Segal with a tiny shop in a old dumbwaiter factory. They rented the space for 3 years at 350\$ a month. This started the focus of the brands visual identity with crate and barrel. They wanted to communicate their product through word of mouth. Both Gordon and Segal's families were both in the selling industry and both were able to sell. They also focused on word of mouth. They focused on bringing furniture from Europe that no ones seen before. Something that you can only get at Crate and Barrel because they had to import It from Europe.

Focus - Crate and Barrel focus on communication. They are a company that believe if its not broken don't fix it. In that sense back in the 1960s when they first started, they sold their products by word of mouth and communication. That's what they knew best. Their strategy of physical communication selling has stayed within the business throughout the years and their practice has only improved as the years gone by. Up until this very day the floor clerks and sellers make it a welcoming experience in purchasing an item at the store.





Crate and Barrel CEO **Neela Montgomery** by The Wall Street Journal.

Communication - Crate and barrel communicates its product in sections, whether it be instore or online. Instore they separate their sections into room category. For example, Kitchen, bedroom, office, living room, etc. Whereas on their website they separate their sections depending on the item at hand. They do have shop per room but only for kitchen and outdoor. The rest are more tailored towards the generic item like rugs, lighting, furniture, tabletops, décor and gifts and bath essentials... Not as organized as its competitors for example Ikea sorts their sections by room how Crate and Barrel does it instore. Crate and Barrel have their store basis well setup although their E-commerce website is in need of some reconstructing to better accommodate and direct their potential online customers.

Brand Identity

FONT -

HELVETICA

BOLD

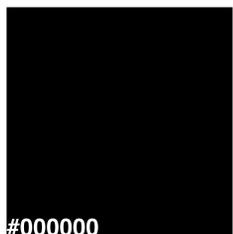
REGULAR

LOGO -



Hand sketched out C

COLOUR -



#000000



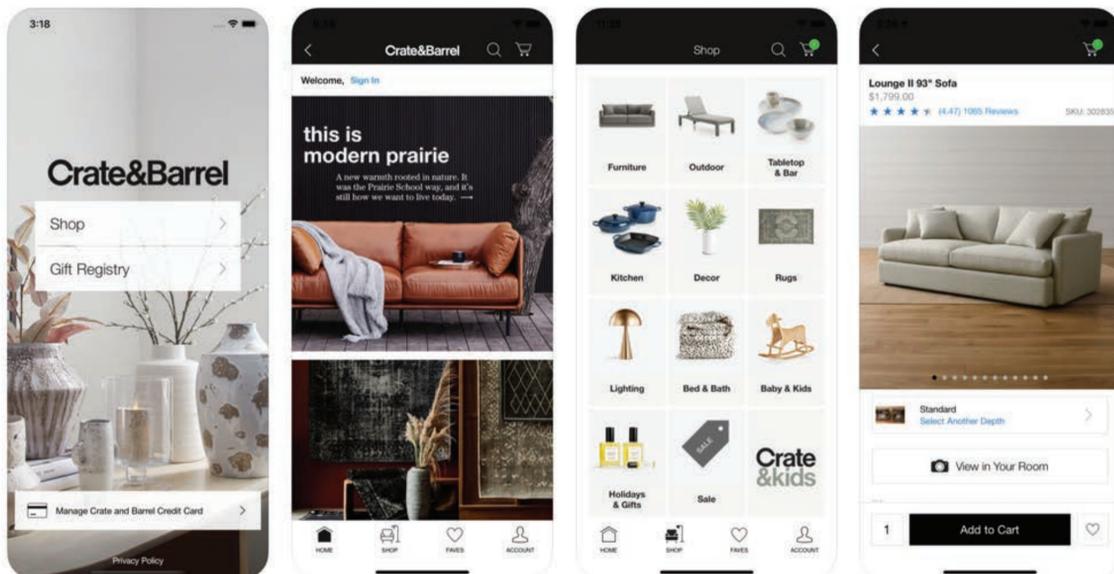
#FFFFFF

The logo was designed by Tom Shortlidge in 1967 and has stayed like that ever since. The company has not made any changes to the logo which makes it look like a very strong grounded logo. That says a lot about their values and morals.

Although the logo is composed of the font Helvetica, the letter C seems to be modified and possibly sketched out rather than used by the Helvetica font. Some say it can be styled by the font 'Avant Garde' others say it was hand done themselves.

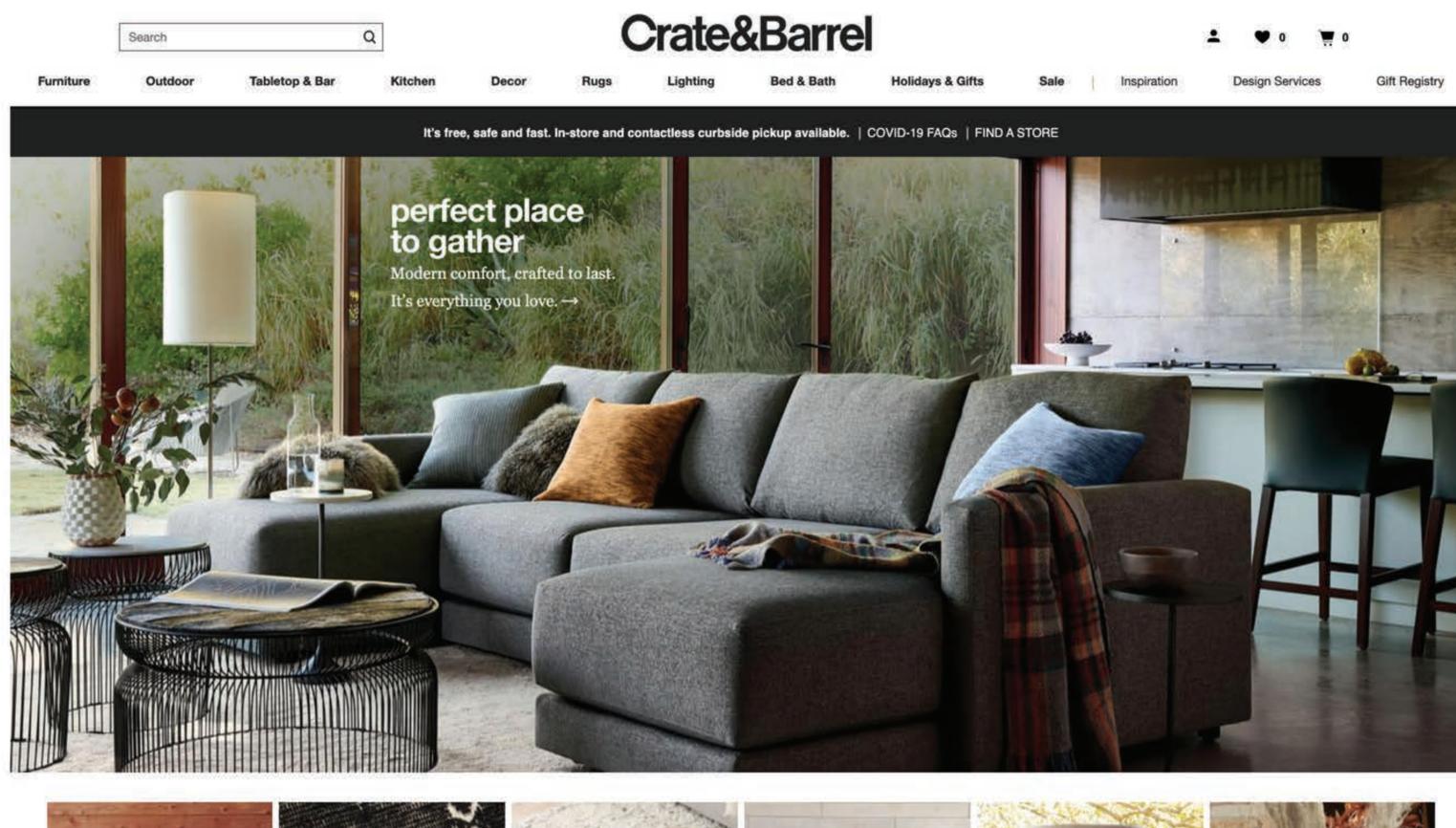


iPhone Screenshots



Crate&Barrel 

Crate and Barrel has their very own well-designed app as well! This app supports all their inventory and online ecommerce store but in a app format to better suit those who shop on their phones!



Website interface and design



Bar Tools



Cocktails



Decanters



Wine Glasses



Item selections

Purpose: To offer high-quality products that are hand curated by the finest of architectural aesthetics. Although in a podcast Gordon Segal said that he went on a trip with his wife to the Virgin Islands and they walked into a Scandinavian store that was selling tableware like forks and knives for dirt cheap and they both thought to themselves this would've costed way more back in the united states. This very idea of bringing these items back to the united states and selling them at a higher cost, stook with them for the entirety of their trip. That very idea is what carried out Crate and Barrel into what it is today. They didn't have any real goals of benefiting the world. Although their current purpose statement has changed into something more meaningful and relatable. To me that sounds like Gordon had one mission in mind and that was to profit, although the companies values today have since changed.

Mission: A lead retail business and direct marketing company believing in the experience of physical store communication. They prefer face to face sales rather than online or self-served sales like one of their many competitors Ikea. Crate and Barrel believes in excellent customer service, driven employees and well-crafted exclusive European furniture. Crate and barrel have multiple locations that service more than 90 countries world-wide. Crate and Barrel work closely with their factories and European ateliers to produce the finest quality furniture and home pieces at an affordable price. Did you know Crate and Barrel were one of the first to offer affordable home goods in America?

Values: Their values have changed over the years, starting off small with one to seven locations to twenty to sixty locations in the upcoming years of their beginning. They have drastically changed their outlook on their core values. Gordon Segal and his wife Carole Segal started the business as a way of having a steady income. Although their intentions were solely to put food on their table it turned into putting a nice piece of filet mignon on their plate. their values and goals for the company have changed over the years to better accommodate the customer over their own pocket. Their company has reached over its sales expectation within the first year making their small shop idea turn into a world-wide franchise. Crate and Barrel now values their very client's interest over their own, trying to find any and every possible way to better suit their customers. Their intentions were never to have multiple locations. Although they did because they did what they loved to do most. Sell.

Responsible Packaging: They have a certification with FSC or Forest Stewardship Council. They essentially use renewable fibers and water-based inks for their print on the shopping bags.

100% LED: All their stores use LED efficient light bulbs to maximize their energy efficiency by 66%. They also offer Tala LED's for their customers for sale instore.



The release of their new packaging design.

Crate & Barrel has always been evolutionary, not revolutionary.

Crate and Barrel's boxes and bags are ubiquitous on the street. They're walking billboards.

Alessandro Franchetti, senior creative and brand director

We've been doing this since 1962, and we know that you only do beautiful work slowly and carefully.

Gordon Segal, CEO Crate&Barrel



Brand Positioning:

Audience: Their audience range is very wide. Mostly people who are moving in to their first homes or people who are looking for a new set of tableware. Crate and Barrel has everything you need to get your new home started or to spruce up your existing home with up to date modern to classical furniture. Crate and Barrel reaches over twenty-two million yearly visits and around a hundred million online visitors. Their audience ranges between people the age of twenty to sixty and now with their newest kids' collection they've expanded their audience range to be for younger kids also! This range of course will target specifically families with young kids which in turn will still target the adults which will range from twenty to forty year olds.

Difference: The difference between Crate and Barrel and for example Ikea or Costco is that with Crate and Barrel you have someone there with you to help you pick the right item for your space. Ikea and Costco don't really offer you that. They are both show rooms but at your own expense of interior knowledge. Crate and Barrel have specialist who come to you and help you decide what kind of couch or table that would work best with your space

Competition: Their top competitors are Costco, Amazon, and William-Sonoma. They are 4th place in overall culture score on Comparably. They score decently high compared to their competition of company giants like Costco and Amazon.



Brand Heritage:

Gordon Segal and his wife Carole Segal went on vacation for their honeymoon and passed by a Scandinavian store and noticed how cheap the items were. They thought to themselves this can go for a lot of money back in Chicago! So they decided to ask the store owner how they got their items for so cheap. The owner then responded that he knew a few factories and manufacturers in Europe that offered him cost at bulk. Gordon and Carole both remembered that conversation throughout the entirety of their trip and they decided to bring that idea home with them. That is how the business started. The Segal's then rented out an old dumbwaiter factory for 350 US dollars a month for 3 years. They fixed up the place and used basically crates and barrels to fix up the walls and sides of the old factory. The logo only came after in around 1967 when they first appeared in a published magazine with their logo on it. The company quickly expanded due to it not being fully run by the Segal's. They franchised the business. Meaning anyone can open up a Crate and Barrel in their hometown. Of course they had to approve but this meant more expansion for the company at the building owners expense. The company only grew bigger from here, the rest is history.

THE BEST MANAGED COMPANIES IN AMERICA

ON DISPLAY

Founder Gordon Segal's sense of selling as theater has made Crate & Barrel one of the world's most admired and imitated retailing operations.

BY JOSEPH P. KAHN

The missing ingredient in most stores is the enthusiasm and cooperation from the staff to create and improve quality standards of merchandise and service. When the Segal's first opened, so does everyone else in retail organizations.

—Stanley Marcus, Owner of the Saks

Gordon Segal was getting excited. And when the boss of Crate & Barrel got excited, so does everyone else in his retail organization—periodically. In those early days, the main store was in Chicago's Loop. On one warm July morning, the store had about 40 employees from Chicago's six downtown stores, gathered in the ready-made beach umbrellas and picnic to go paraphernalia stacked on the main floor of the Harvard Square complex. The group had turned out for a bit of inspirational content from the old field marshal himself, and he was not about to disappoint the faithful.

"There are no problems in this business," Segal declared, haltingly through a raspy voice on The State of Utah, 1958. "No guarantee that we'll succeed. No, I'm afraid all the time. I'm afraid we'll get too arrogant. I'm afraid we'll get too cocky. I'm afraid we'll take our competition for granted. When you're in retail, you learn to run with a little fear."

With that he took off, running not with fear but with a \$38 beverage dispenser crowded in his hands. Clearing the container as he booted, Segal darted quickly from the store to return his young charges that their main mission—indeed, their sole professional purpose in life—was to sell the business and accessories, and to sell them with enthusiasm. Although no clear route lay open among the stacks of beach chairs and beer glasses, Segal flew on, apparently navigating by some peculiar form of echolocation. The effect was utterly mesmerizing. Class employees who had handled the same piece of merchandise a hundred times themselves were suddenly leaning forward to get back on it, as if it were the Ark of the Covenant and they, the best of the best, would have filled the air with chatter.

"We must never, ever lose sight of what we are," he continued, pausing to sweep the beverage dispenser for a blue jean smudge. "We're not a distribution company, and we're not a computer company. We're a retail company." Segal held the cordle aloft. "See that?" he said. "Ten or 15 years ago, two women were sitting on a beach in the state of France when they happened to notice a piece of rope with a glob of wax attached to it that had washed up on the surf. Because they had imagination—the case they saw also possibilities in that glob of wax—today they own the biggest candle factory in France." He doesn't know if for a marketer taking a stab at a hand-charging ball. "And that's what you people have to have. Imagination. This is a business built on personality. Personality and imaginative merchandising. You're selling a candle, it's not by peddling a piece of wax as a stick. You're selling romance, not romance."

He spread his arms dramatically. "This is theater, people," Segal thundered, "and you'd better be into it, because you're the star!"

His ardor finally faded, the boss asked the supporting cast to "spread your wings." For a moment, they simply stood there, unspontaneous. How could they improvise?

about that wealth's second wealth by me. I've decided. Finally, though, when a few days later I got a letter about Crate & Barrel's expansion into San Francisco and Boston, one woman decided to speak her mind with enough imagination to suggest the alternative: Crate & Barrel's expansion into New York.

How, she asked, did the CEO of a new company intend to underwrite the "major portion of expenses" that Segal had so boldly outlined? Could it finance the growth itself? Would each credit institution in Boston and Chicago really see the potential of Segal's expansion? Segal thought for a moment before answering.

"And," he said, "there are always more around that we're going to do. And it's a man that the risks tend to be high, generally by us now. As a support private venture capital and going public are two alternatives we've seriously looked at. But resulting in a very high level of risk. You can't guarantee anything will be up 10% every year, and the investment community doesn't always understand that."

He stopped to tell a couple of stories. One involved a Young Executive Council group waiting on a U.S. Navy air base carrier in the Pacific Ocean. "The ship was scheduled to disappear, only to return on a recent mail-order catalog of his. In both instances, he said, business can get very complex. The question of how to invest in someone should be asked."

GORDON SEGAL is CEO of Crate & Barrel, a Chicago-based retail store. "We make a profit, but people say 'the store is empty,'" says a friend. "My first plan never to display the store."

110 INC./NOVEMBER 1985

INC./NOVEMBER 2005 111





Advertising Consistency: Crate and Barrel can be seen as the apple of furniture. Whether it be their store, their website, their magazine, their advertisements or their persona. Their entire brand image has stayed simple as possible while keeping a professional undertone in design. They make things look interesting in the simplest of forms. Their advertisements are simple but eye catching, and their interior space layouts are so simple looking but so difficult to mimic. They do everything with easy and their image stays the same consistently. Their personality mimics their tone and professionalism. Everything they do and everything they put out to sell has been carefully looked at and properly inspected to make sure it fits with the company and its company values. Crate and Barrel also do brand endorsements with famous actors and celebrities to help catch the attention of a wider audience.



Vintage **Sustainable**

Wood **Innovative**

Social **Pristine**

Dedicated **Hand-crafted** **Furniture**

Modern **Global** **Simple**

Authentic **Inspiring**

Eco-friendly **Resources**

Daniel Andrade - Brand Analysis Assignment - GRAPHIC DESIGN 5: BRANDING PROJECT

[HTTPS://FONTSINUSE.COM/USES/6651/CRATE-AND-BARREL](https://fontsinuse.com/uses/6651/crate-and-barrel)

[HTTPS://WWW.PINTEREST.CA/PIN/466685580106591246/](https://www.pinterest.ca/pin/466685580106591246/)

[HTTPS://WWW.CRATEANDBARREL.CA/QUEBEC](https://www.crateandbarrel.ca/quebec)

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[HTTPS://WWW.CRATEANDBARREL.COM/ENVIRONMENT/ENVIRONMENTALLY-FRIENDLY-PACKAGING](https://www.crateandbarrel.com/environment/environmentally-friendly-packaging)

[HTTPS://WWW.COMPARABLY.COM/COMPANIES/CRATE-AND-BARREL/COMPETITORS](https://www.comparably.com/companies/crate-and-barrel/competitors)

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[HTTPS://MEDIUM.COM/@ACABATAN/CRATE-BARREL-CASE-STUDY-CF8606B43A6A](https://medium.com/@acabatan/crate-barrel-case-study-cf8606b43a6a)

THANK YOU
