

DESCRIPTION:

PIGGLY WIGGLY IN KINSTON, NC IS AN INDEPENDENTLY OWNED AND OPERATED GROCER.

OBJECTIVE:

CLIENT WANTED A FRESH DESIGN FOR THEIR NEW FLAGSHIP STORE.



Challenges:

Complete conceptual designs for new flagship store.

Differentiate from other Piggly Wiggly stores while still keeping brand.

Use Organic materials and textures to elude farm freshness.



Solutions:

Various signage was incorporated to help with navigation.

Main department text on white sintra and paired with department secondary text for easy reading and recognition.

Intricate router cut wine sign.

Departmental color coded street signs.

Incorporated reusable shopping bag design to package.

Full design team collaboration was necessary to achieve continuity throughout store.



Initial Concept Rendering



Final Walk Through