



How Jimmy Jazz Scales Nationwide Without Losing Its Vision

JIMMY JAZZ

Jimmy Jazz is an enterprising retail chain focused on providing the latest trends in athletic shoes, streetwear, and urban fashion in the United States. The brand was formed over 25 years ago in New York City, the brainchild of Brooklyn-born entrepreneur James Khezrie.

THE SITUATION

Undergoing a brand refresh in 2016, Jimmy Jazz planned a new flagship store in Harlem. Designed by a UK-based firm, the Harlem store would help redefine the Jimmy Jazz brand and act as a design guidepost for new stores on major streets and malls across the United States.

Understanding that execution was critical for bringing its vision to life and delivering excitement for its customers, Jimmy Jazz partnered with Leiden to do the Harlem interior buildout, as well as future second- and third-tier stores across the United States. The partnership was built on the shared belief that in order to succeed, you must focus on the customer's needs.

“Working with Leiden, I can really tell they care about our business.”

*Clifford Gray,
Director of Construction and Facilities, Jimmy Jazz*

TRANSLATING THE VISION INTO REALITY

While the UK firm that Jimmy Jazz chose perfectly captured the brand's artistic vision, there were unexpected challenges when translating the specified materials and techniques for manufacture and installation in the United States.

While more labor-intensive manufacturing techniques were appropriate for the flagship store – where budget was abundant to realize the brand's vision – a more streamlined production style would be needed for the second- and third-tier stores.

VALUE ENGINEERING IN ACTION

Although the brand had tighter budget constraints for future stores, Jimmy Jazz still wanted to give its customers across America the same experience and excitement that the flagship store provided.

Director of construction and facilities for Jimmy Jazz, Clifford Gray, values Leiden's ability to work with the retailer to continually reduce costs wherever possible.

“Leiden comes to us with ideas on how to keep costs down. It's very helpful.” – Clifford Gray

Through the process of value engineering, Leiden was able to identify opportunities to use alternative materials and techniques that would save costs or labor and help the second- and third-tier stores remain on-budget and on-schedule.

One such example is the value-engineered millwork package being used in their South Carolina stores, which uses printed panels to simulate the look created in the flagship store with dimensional carved panels.

A PROACTIVE PARTNERSHIP

“Working with Leiden, I can really tell they care about our business,” Gray said. The Jimmy Jazz director said he appreciates Leiden's focus on project management and customer service, including weekly calls that Leiden project managers plan and maintain. And in return, Jimmy Jazz continues to trust Leiden with their business.

“They're a good partner, but so are we. We give them our business, and they take care of it. Partnership goes both ways,” observed Gray.

That is just one example of how the partnership between Jimmy Jazz and Leiden helps build excitement in each retail location. And as Leiden helps Jimmy Jazz roll out 45-50 new stores, Leiden is frequently presenting new ideas and techniques to the retail chain – with the goal of always bringing the Jimmy Jazz vision to life.

