Press Releases

Lippincott's Randall Stone Named Top Retail Design Influencer by DDI Magazine

NEW YORK, Sept. 17, 2012 /PRNewswire/ -- Randall Stone, senior partner and director of customer experience and retail design at Lippincott (www.Lippincott.com) has been named a "top retail design influencer" by the readers of DDI magazine (www.DDIOnline.com).

The DDI Portfolio Awards, announced in the publication's September issue, are based on an annual reader survey, nominating the best, brightest and most innovative people, projects and companies in the retail design industry. This is the second time he has been recognized by the publication; the first being in 2010.

Mr. Stone, now in his 11th year at Lippincott, has more than 25 years of experience working in the retail industry. His experience ranges from creating a flagship and prototype store design to conceptualizing and planning mixed-use retail centers and attraction-based concepts. He is best known for his work in retail identity, design and customer experience for leading brands including Red Robin, Starbucks, Foot Locker, RadioShack and The Limited, among others.

"It's particularly gratifying to be recognized by your peers for work that you consider a labor of love and ongoing discovery," Mr. Stone commented.

This year, Mr. Stone played a key role in developing Lippincott's FlipBook, an interactive tool that helps to map a customer's complete experience when interacting with a brand. The captured data can be viewed in a proprietary iPad app and is used to inform all aspects of the customer experience including retail design.

"In the retail design market, a brand's essence is represented by the customer experience. The stakes have never been higher for delivering an experience that is both compelling and brand authentic," said Mr. Stone. "Developing new methodologies and tools, such as FlipBook, help retailers create and manage a signature customer experience."

Mr. Stone is a sought-after industry speaker. This past weekend, he moderated a panel at the DDI Forum in Napa Valley, Calif. discussing the integration of digital technology into customer experiences and retail environments.

About LIPPINCOTT

Lippincott is a leading brand strategy and design firm with a 70-year heritage crafting authentic stories, memorable experiences and winning strategies for the world's most iconic brands. Its expertise spans all aspects of brand building including strategy, identity design, environmental branding, customer experience management and brand activation. The firm uniquely combines business-based strategic thinking and creative excellence to solve complex challenges facing corporations today as they shape their brands for the future. Recent clients include 3M, Delta Air Lines, Hyatt, Infiniti, Samsung, Starbucks and Walmart. Lippincott is part of Oliver Wyman, a global professional services organization owned by Marsh & McLennan Companies.

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