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Too, Inc.

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When Too, Inc. of New Albany, Ohio began making plans to build a new headquarters, the main goal was to give its fashion industry associates a great environment to work in. It's what any employee deserves, but the 375+ associates of Too were especially deserving.



For seven years they had been working in a converted Sam's Club space that was rapidly becoming too small for their needs. The 170,000-square-foot building that took its place in 2002 has completely redefined their understanding of how a well-designed space can affect work.

The CEO and CFO of Too, Inc., began the design process by visualizing their organization as one that would seamlessly function as a whole. That meant being able to group associates together in logical collaborative arrangements, while also creating spaces for other various combinations of people to gather and meet. Informally, the atrium serves as a town square-type gathering space, with everything from coffee and tea at Mike's Bar to a living room with couches and a plasma screen TV. Outside, a courtyard offers

fresh air, basketball hoops and comfortable places to take a lunch break. For more formal collaborations there are areas like the Oval Room, a merchandise planning and presentation space, and the Tree House conference room, which juts out over the atrium. Thoughtful details, like a fashion department library that provides both storage and easy access for reference, can be discovered at every turn.

Seen as a whole, the new building serves the very important purpose of reflecting and reinforcing the brand of Too, Inc. The colors used in conjunction with the maple and brushed chrome consistently and dominantly define the tone of the space. The use of RACE systems furniture in metallic silver interacts with the architecture, enhancing both look and function.

The informal, hip feel of the space also helps establish the brand as it breaks down barriers and positively affects work relationships. What's more, the building has become a huge selling tool for Human Resources and the recruitment process—it's a place anyone would love to work.





Customer Profile

Too, Inc. is a leading specialty retailer for young girls. At Limited Too, the company sells apparel, swimwear, sleepwear, underwear, footwear, lifestyle and personal care products for active, fashion-aware 'tweens—girls ages 7 to 14.

Haworth Product

Systems Furniture: RACE® and PREMISE®

Storage: if® and PREMISE®

Task Seating: Improv® and X99®

Architect

Acock & Associates

Columbus, Ohio