

# JCPENNEY SEPHORA

## DECOMMISSION AND REFRESH

### BACKGROUND

Department stores shift their layouts to address seasonal changes, changing customer demand and incoming or outgoing brands. Sephora was leaving JCPenney's stores, requiring a team skilled in decommissioning and refreshing spaces in short order. A keen eye for detail is essential to ensure the space is restored to retail-ready condition for shoppers. Once all fixtures are removed, the floors and walls must blend in with the surrounding space. Refreshes include painting, flooring and electrical elements.

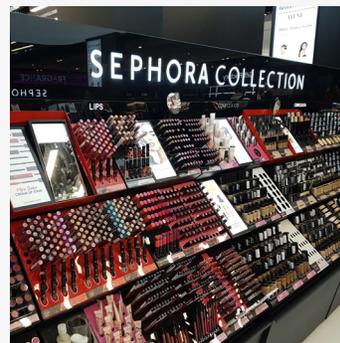
A KEEN EYE FOR DETAIL IS ESSENTIAL TO ENSURE THE SPACE IS RESTORED TO RETAIL-READY CONDITION FOR SHOPPERS.

### THE OPPORTUNITY

JCPenney has long relied upon The Beam Team for nationwide in-store remodeling and engaged the Alpharetta, GA-based general contractor to decommission Sephora stations from its stores. Fixtures were packed and shipped while others were disposed based upon their condition. Electrical outlets no longer being used were capped. New tile and grout were tinted and matched to blend with the surrounding environment. As a final step, walls were meticulously taped, edged and painted—and the entire area cleaned in advance of the store's regular hours.

### THE SOLUTION

Resourcefulness is a necessity in the world of construction and installation. On this project, the original tile was no longer available, so The Beam Team sourced a near-match and used some artistry to blend the areas together. Despite this and the many other unforeseen challenges such projects typically involve, The Beam Team completed all the decommissions on time.



During a decommission, the floors and walls must blend in the surrounding space, so The Beam Team sourced a near-match tile and used some artistry to blend the areas together.