



CASE STUDY: RUNNING TO NEW POSSIBILITIES

The RCS Commercial Interiors team has helped Performance Running Outfitters develop a look and feel for multiple locations that immerse customers in the active lifestyle they are shopping for.

THE CUSTOMER

Performance Running Outfitters (PRO) has been a staple specialty retail store for runners, walkers, and fitness enthusiasts in southeastern Wisconsin for eighteen years. Locally owned by Trae and Jessica Hoepner, PRO aims to help customers pursue an active lifestyle with the best shoes, apparel, and a sense of community. Their four store locations include Brookfield, Delafield, the 3rd Ward, and Shorewood.

THE CHALLENGE

Similar to beginning a running journey, owning a business can be daunting. There are new experiences, skills to learn, test, and adjust to, and management of resources. When the Hoepners opened their first store in Brookfield in 2004, their resources were limited, and they had difficulty visualizing their store design possibilities. Soon after finding success, they reached out to RCS Commercial Interiors to take their store to the next level.

The challenge at hand was to:

- Create a method that utilized vertical space to showcase shoes.
- Design a consultation area that included a track, treadmills, seating arrangements, and clearance section.
- Develop a store layout that provided consistency and brand awareness for all locations.



THE PROCESS

The RCS Commercial Interiors team visited the Brookfield store to evaluate the space, take measurements, and discover PRO's needs for a new retail store design. With a needs analysis, the Commercial Interiors team revealed the store owners' vision to create a welcoming and comfortable environment centered around the passion for an active lifestyle. To help the Hoepners visualize the proposed design, the Commercial Interiors team presented renderings, which offered a complete picture of the space.

Trae and Jessica entrusted the Commercial Interiors team with moving forward with the concepts. By procuring, installing design elements, and manufacturing custom pieces, RCS was able to bring their vision to life. The team was transparent about the process with frequent communication, including feasible delivery and install schedules that worked best for the customer's timeline.





THE RESULTS

PRO retail stores now better reflect and enhance their brand with uniquely curated details. Customers are truly in an environment for both athletes and fitness enthusiasts at any level. The ease of the store layout engages the customer to try on shoes while testing out the in-house track or treadmills and browsing the clearance section. With the success of the Brookfield store, the Commercial Interiors team helped carry the look and feel to three other store locations. The design layout has been used for sixteen years as PRO continues to evolve as a business, withstanding the test of time.

TESTIMONIAL

“We love working with the Commercial Interiors team. I couldn’t imagine where I wanted to go with our stores’ look. Jill and the team are easy to work with and brought fun, creative interior solutions to our store. I look forward to our continued relationship as our business continues to evolve.”

JESSICA HOEPNER

Owner, Performance Running Outfitters



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