

# New York Report

October,2023

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\* Project 1: Petco Flagship Store

## 1. Petco Flagship Store

### Project Overview

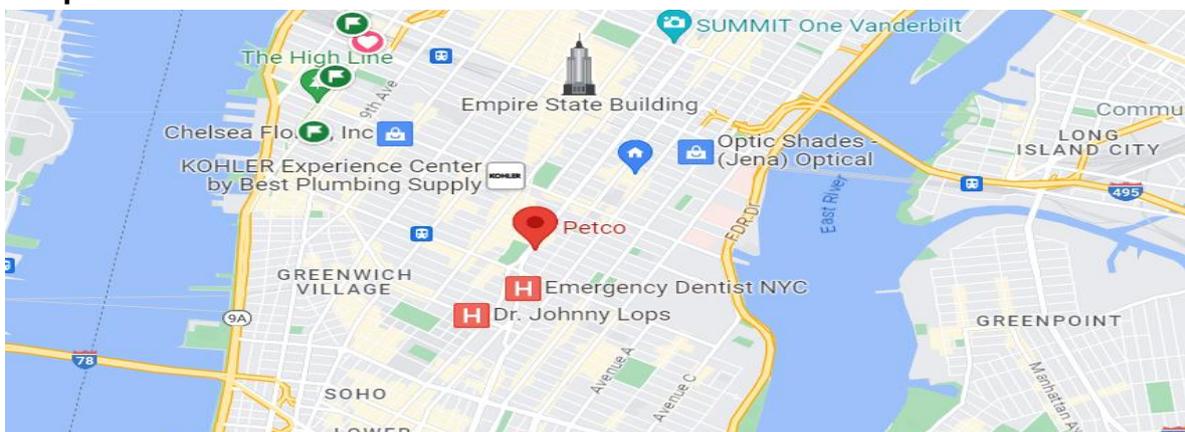
Petco, founded in 1965 and headquartered in San Diego, California, is a prominent leader in the pet industry, a sector that has continued to thrive even after the challenges posed by the COVID-19 pandemic. The company operates an extensive network of over 1,500 pet care centers across the United States, Mexico, and Puerto Rico. Petco is set to unveil its latest venture, a two-story pet care center in New York City's Union Square neighborhood, offering state-of-the-art luxury pet care services for both pets and their owners. This new 25,000-square-foot facility is housed in the meticulously renovated Tammany Hall, a nearly century-old landmark. The center will provide a range of amenities, including a grooming salon, veterinary clinic, and a JustFoodForDogs kitchen, where healthy, canine-specific meals are prepared, promising an exceptional pet care experience.

The retail section resembles a high-end boutique, featuring a meticulously curated selection of pet-related products, including designer clothing and exclusive items. The interior design blends elements of an upscale department store with historic charm, taking full advantage of the iconic domed roof that has made Tammany Hall a local landmark. Petco's Chief Operating Officer emphasizes that this center is designed as a hub where pet owners can explore everything that Petco offers, aiming to provide a haven for pet owners. Furthermore, the store has garnered attention as a community-oriented retail space, offering opportunities for pet and owner adoptions and collaboration with local pet protection organizations.

### Project Details

1. Petco Flagship Store
2. Pet Shop
3. Open Date: June,2023
3. Location: 44 Union Square E, New York, NY 10003
4. Target Customer: All
6. Website: <https://www.petco.com/>

### Location Map





Flagship store in a landmark building that took two years to renovate.



A select store on the first floor with popular brand pet goods.



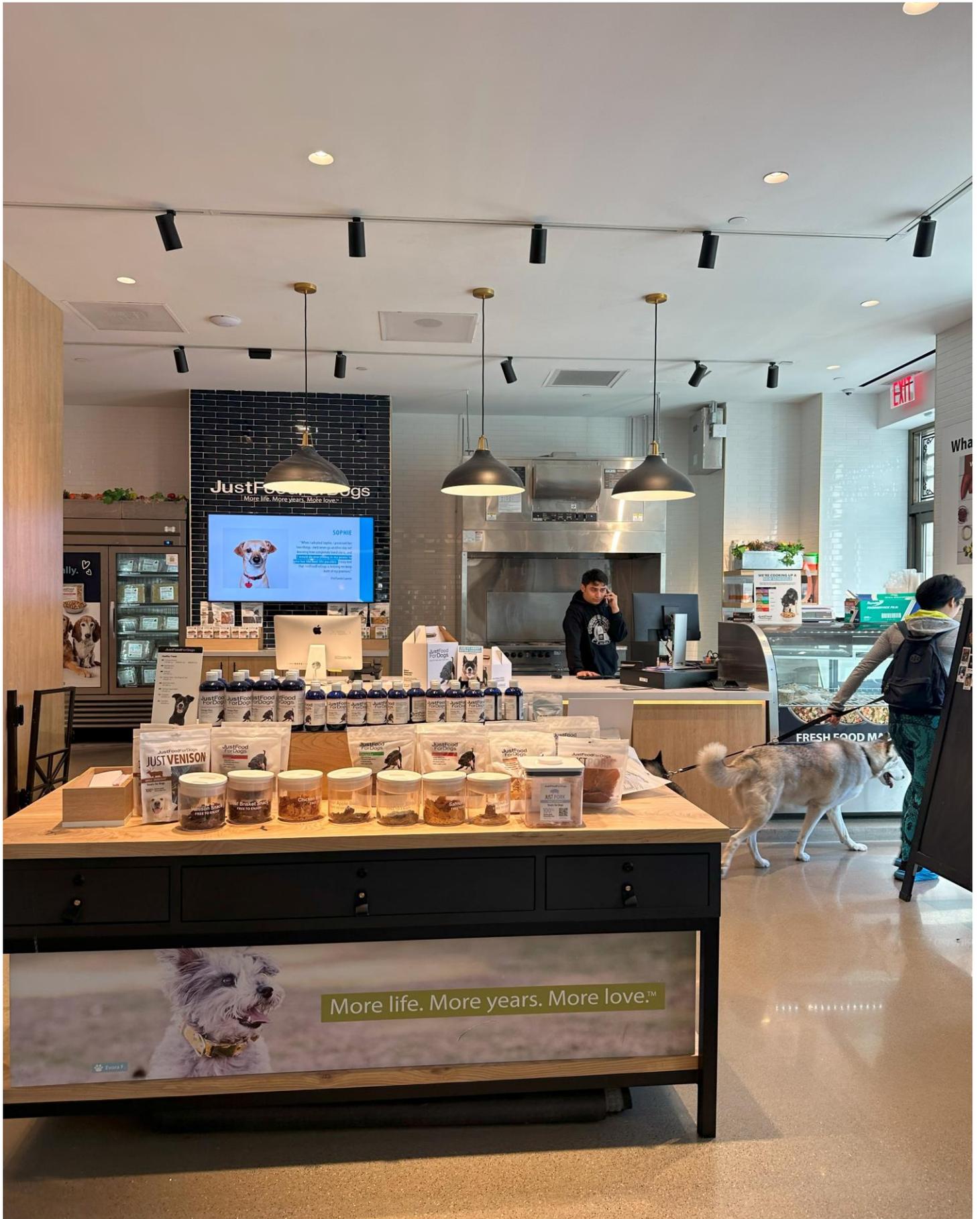
Pet grooming barbers by reservation only



Self-service pet wash area



Decorations for relaxing space



Kitchen where visitors can custom order meals for dogs.



Selling frozen and dry food and dog treats.



Colorful dog treats



Petco's original apparel and goods corner



Cleaning products for dogs are also available throughout the store.



A display proposing casual pairings of dog and owner.



Veterinary Clinic Receptionist



Supplements and cosmetics for dog health are on sale