

Retail offshoots — hits and misses

Name	Definition	Launch date	Store count	Status
The Great Indoors (Sears)	100,000-sf home remodeling store	February 1998	17	Ongoing
White Barn Candle Company (Limited Brands)	Candles	Late 1998	123	Ongoing
Zutopia (Gymboree)	Furniture for children ages 6 to 12	First quarter 1999	31	Ongoing
Villager's Hardware (The Home Depot)	Urban hardware format	June 1999	4	Terminated spring 2002
Rave Girl (G&G Retail)	Tween girl fashion	July 1999	N.A.	Ongoing
Velvet Pixies (Claire's)	Tween accessories	Summer 1999	2	Ongoing
EBKids (Electronics Boutique)	Interactive and developmental toys	September 1999	29	Terminated spring 2002
Charlotte's Room (Charlotte Russe)	Accessories and home decor for ages 11 to 17	November 1999	10	Terminated March 2003
CB2 (Crate & Barrel)	Cheap-chic furniture and accessories	January 2000	3	Ongoing
CVS ProCare (CVS)	Small-format specialty drugstore	Spring 2000	33	Ongoing
Hollister Co. (Abercrombie & Fitch)	Lower-priced chain catering to 14-to-18-year-olds	July 2000	164	Ongoing
Sears Hardware (Sears)	Neighborhood hardware	Summer 2000	249	Ongoing
C.J. Banks (Christopher & Banks)	Casual plus-size apparel	Fall 2000	116	Ongoing
Home Depot Floor Store (The Home Depot)	Flooring products	Summer 2000	1	Ongoing
Torrid (Hot Topic)	Plus sizes for young women ages 15 to 30	May 2001	52	Ongoing
Monsoon/Accessorize (Charming Shoppes)	Apparel for 25–55/16–45 age groups, respectively	Summer 2001	9	Terminated March 2003
Orchid (Gadzooks)	Intimate apparel for young women	Fall 2001	3	Ongoing
Mishmash (Too Inc.)	Apparel, accessories, etc., for 14-to-19-year-olds	September 2001	18	Terminated May 2003
Keds (Stride Rite)	Sneakers	December 2001	5	Ongoing
Home Depot Urban stores (The Home Depot)	Smaller urban format	March 2002	4	Ongoing
Bombay KIDS (Bombay Company)	Kids furniture/furnishings	April 2002	6	Ongoing
Geoffrey (Toys 'R' Us)	Smaller stores for secondary markets	Spring 2002	4	Ongoing
Aura Science (Limited Brands-Shiseido)	Skin care	Spring 2002	9	Ongoing
West Elm (Williams-Sonoma)	Value brand	Spring 2002	1	Ongoing
Talbots Men (Talbots)	Mens' apparel	October 2002	6	Ongoing
Costco Home (Costco)	Home goods	November 2002	1	Ongoing
Pazo (Chico's)	One-stop fashion for women ages 25 to 35	March 2003	10	Terminated Sept. 2003
Janie & Jack (Gymboree)	Upscale children's apparel	Fall 2002	31	Ongoing
Goldmark (Too Inc.*/Angus & Coote)	Jewelry for 14-to-29-year-olds	September 2002	4	Ongoing
Bebe Sport (Bebe)	Casual sportswear	January 2003	12	Ongoing
Bloomingtondale's Home & Furniture (Federated)	Home furniture/furnishings	Spring 2003	3	Ongoing
Pottery Barn Teen (Williams-Sonoma)	Designed lifestyle collections for teens	Spring 2003	0	Catalog/Web site only
Ativa (Dick's Clothing & Sporting Goods)	Women's athletic apparel & footwear	Spring 2003	2	Terminated Sept. 2003
Recollections (Michaels)	Scrapbooking	Summer 2003	2	Ongoing
Sears Grand (Sears)	50% larger than company's mall-based stores	October 2003	1	Ongoing
Coastal Home (Bealls)	30,000-sf home furnishings and decor concept	Fall 2003	3	Ongoing
Ethan Allen Kids (Ethan Allen Interiors)	Kids furniture/furnishings	Fall 2003	1	Ongoing
Justice (Too Inc.)	Value-priced sportswear for 'tween girls (ages 7 to 14)	February 2004	0	Under development
DD's Discounts (Ross Stores)	Off-price concept for low-income households	Second half of 2004	0	Under development
Williams-Sonoma Home (Williams-Sonoma)	High-end home furnishings	TBD	0	Under development

*As of May 2003, Too Inc. was no longer a joint venture partner.