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Joe's Jeans proposes twenty retail boutiques throughout North America for the popular denim brand. Boutiques in New York's West Village district and Chicago's Bucktown district were the first to be designed and acted as laboratories to establish standards to be adapted to other locations, such as outlet malls in Woodbury, New York and Orlando, Florida, next to open. Modular floor systems to accept moveable clothing racks, LED starry night sky ceilings, built-in shelving and rack systems and LED curtains with video were just some of the standards developed. Dressing rooms were distinguished by one-way security glass and electronic mirrors which through lighting control allowed users changing to see out, in some cases to sidewalk pedestrian traffic, while actually being shielded from view. Mannequin display aquariums were also constructed of the one-way security glass creating endless reflections of one's self and other visitors to the boutique in juxtaposition to the mannequins wearing the clothing for offer. The stark black and highly reflective-transparent environment produces a provocative mood, consistent with the brand as evidenced in their pervasive advertising campaigns. Flexible standards to allow for varied spatial configurations were essential to anticipate the migration of the brand from a denim jean line to a full apparel line.

