



Leadership. Innovation. Purpose

2023 RETAIL CAPABILITIES





ABOUT ACV

Led by former executives from **The North Face**® and **Apple**®, we provide expert brand marketing and retail consulting to global clients.

Our proven expertise and collective retail experience was forged guiding the world's most innovative and successful brands to omnichannel success. Whatever challenges you face, we can help you meet them.

Whatever future you see — **ACV** will help you realize it.

LEADERSHIP



Aaron Carpenter

Founder + CEO

- / Brand Development Lead
- / Interim CMO, CEO
- / E-commerce Strategist

As former VP of Marketing at Levi Strauss, transformative CMO at The North Face, entrepreneur, and tech investor, Aaron has guided some of the world's most dynamic brands into the digital era while maintaining and helping to create their unique brand identities.

[Read](#) Aaron's full bio



Christopher Peak

Principal + SVP of Retail Development

- / Retail Development Lead
- / Interim CEO
- / Interim Retail Development SVP

Christopher's career spans from his start in retailtainment at Universal Studios Citywalk, to being a senior member of the Apple retail leadership team and global head of Apple Retail Design where he brought updated store, flagship, and global flagship programs to the world.

[Read](#) Christopher's full bio



Your retail presence should be a pure expression of your brand.

A live retail environment is a vital component of a great omnichannel program and a strong stand-alone performer. Whatever retail means to your brand, use our experience, knowledge, resources, and creativity to craft an integrated experience across all channels and touchpoints.

CAPABILITIES



RETAIL INNOVATION SERVICES

INTERIM SVP OF RETAIL DEVELOPMENT, INTERIM CEO

With 20+ years of experience leading retail development and operations for some of the world's most iconic brands, Christopher provides leadership, support, and guidance through expansion, transition, and even turbulence.

- / Strategic + Tactical Planning
- / Operations
- / Organizational + Team Development
- / Store Development + Renewal
- / Reimagining + Repositioning + Triage





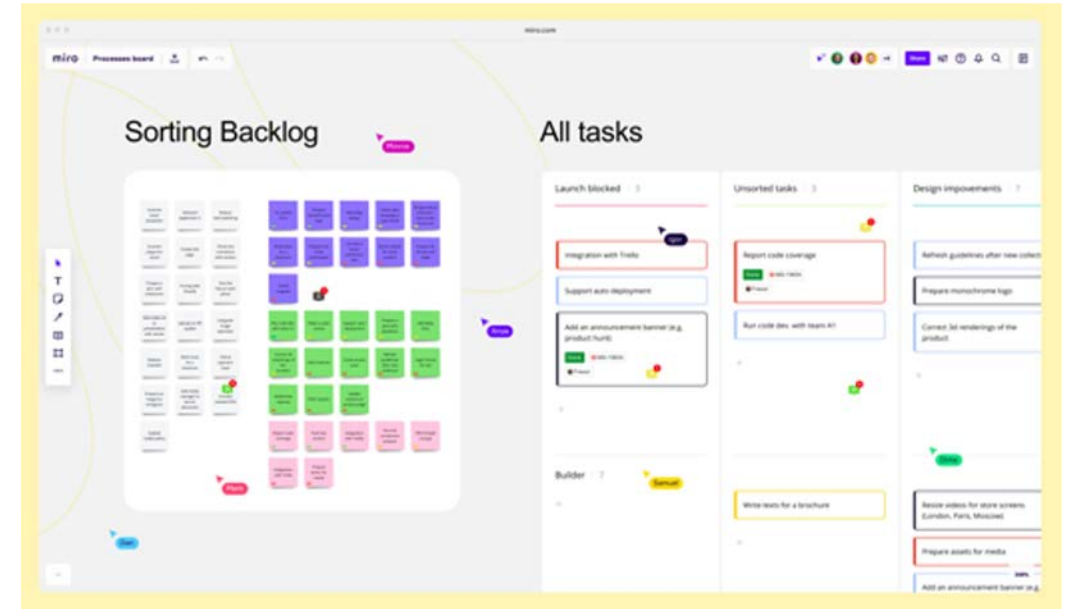
RETAIL INNOVATION SERVICES

RETAIL DISCOVERY WORKSHOP

Christopher Peak brings founders, investors, creatives, and other stakeholders together in an agile process, exploring the development of your retail concept, customer experience, omnichannel integration...whatever areas of focus best support your needs.

Our customized workshop functions as a retail accelerator, unearthing core needs and solutions and delivering a well-articulated playbook that provides a shared roadmap for every step of your retail journey.

- / Strategic + Tactical Planning
- / Customer Journey + Experience
- / Product Profiles + Mapping
- / Customer Profiles
- / Brand DNA Integration





RETAIL INNOVATION SERVICES

RETAIL CONCEPT + PROTOTYPING

Bring your retail programming to life. We support your retail efforts with everything you need — from first-draft prototyping to top-tier strategy and every detail in between. With our team, network, and experience, we can help you take those first steps or adjust the ones you've already taken.



Programming

- / Customer Journey
- / Customer Experience
- / Omni-Channel Integration

Strategy

- / Multi-Store Rollout
- / First Store
- / Shop-in-Shop
- / Visual Merchandising

Concepting

- / Brand Integration
- / Design Development
- / Mockup - Full store + Fixtures + Signage + Lighting
- / Design Package + Renderings



RETAIL INNOVATION SERVICES

YOUR FIRST 3D ENVIRONMENT

Make it real. Take the leap into 3D as a standalone concept or an addition to your omnichannel strategy. We have an incredible team who can smooth your path from conceptual to operational, saving you stress, time, and money every step of the way.

- / Store Build Goals + Strategy + Oversight
- / Real Estate Modeling + Site Delivery
- / Design Management + Sustainability Profile + Construction Docs
- / Construction Management + Master Schedule + Budgets + Vendors
- + Procurement + Delivery
- / Handoff to Operations + Warranty + Facilities





RETAIL INNOVATION SERVICES

SCALE YOUR RETAIL

Our team has helped scale the omnichannel programming of some of the world's largest global brands. Collectively we have been drivers in projects of every imaginable size and shape. Let us help you see around corners, whether you are taking small steps or giant leaps.

- / Retail Rollout Goals + Strategy + Oversight
- / Real Estate Modeling + Site Delivery
- / Design Management + Sustainability Profile
- / Construction Management + Master Schedule + Budgets
+ Vendors + Procurement + Delivery





RETAIL INNOVATION SERVICES

RETAIL STUDIO

Use our studio of retail experts to help you with the lift. We have the depth and breadth to support a full omnichannel rollout or to simply fill a gap in your team's skill set.

- / 3D Modeling and Prototyping
- / Store Design
- / Product Design
- / Procurement Systems
- / Fixturing Design + Manufacturing
- / Site Design
- / Operational Systems



CASE STUDIES



CASE STUDY / AKOIO

ABOUT AKOIO: The Akoio brand experience helps inspire, educate, and unite people around transformative wellness products and the benefits achieved when you intentionally take control of your soundscape. Because your soundscape changes everything, and sometimes change is everything.

ACV RETAIL SUPPORT: Developed existing retail concept, including pop-up store strategy, and performed a viability audit through an ACV Retail Discovery workshop. Christopher Peak currently serves as Interim CEO to elevate the company strategy, brand launch, and initial funding rounds.

CASE STUDY / AKOIO

Interim CEO

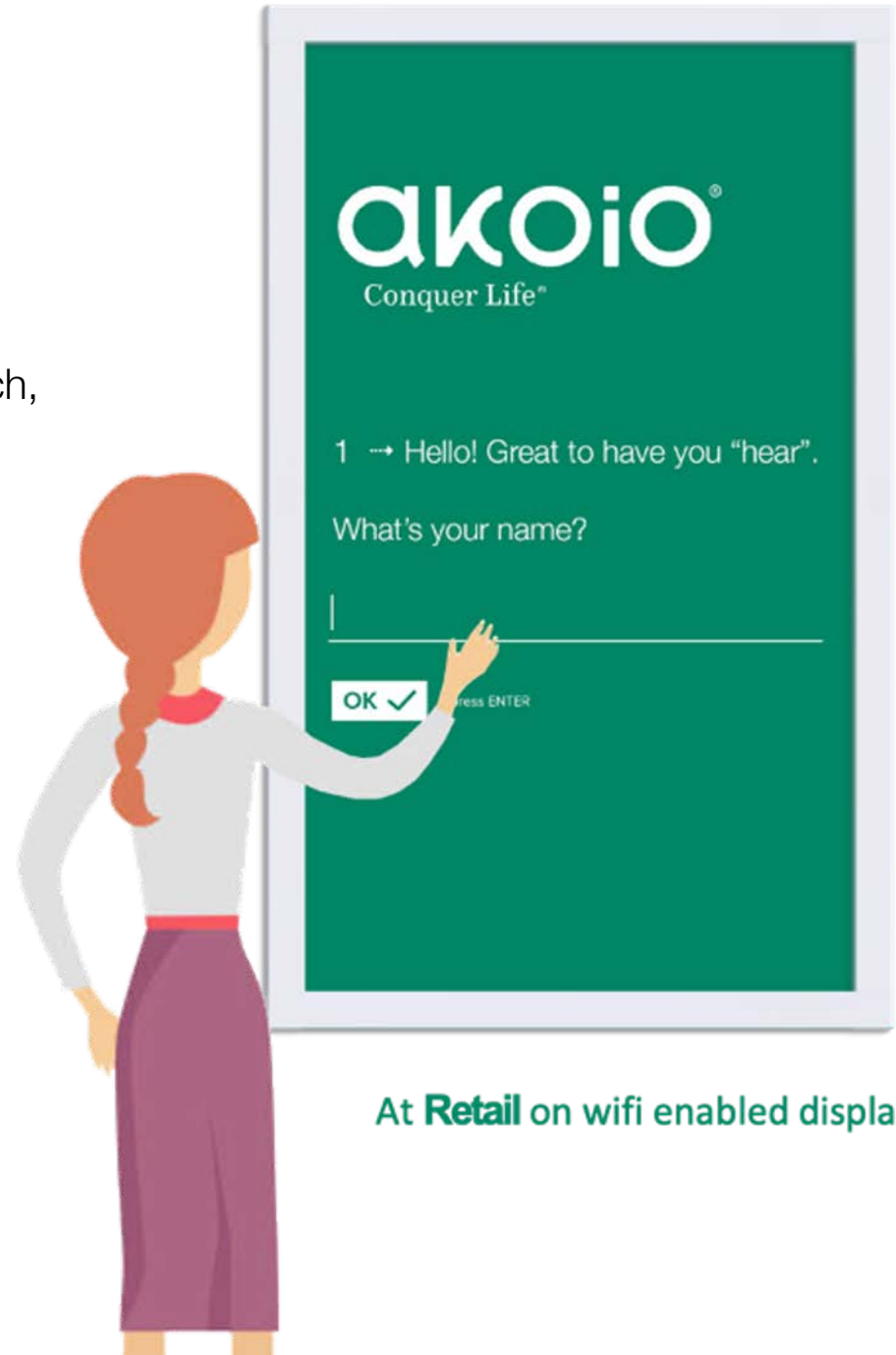
Christopher Peak is providing leadership supporting brand launch, strategic plan development, operational architecture, product development, and initial funding rounds.

/ Brand Launch Strategic Plan

/ Product Mapping

/ Investor Communications

/ Investor Deck Creation



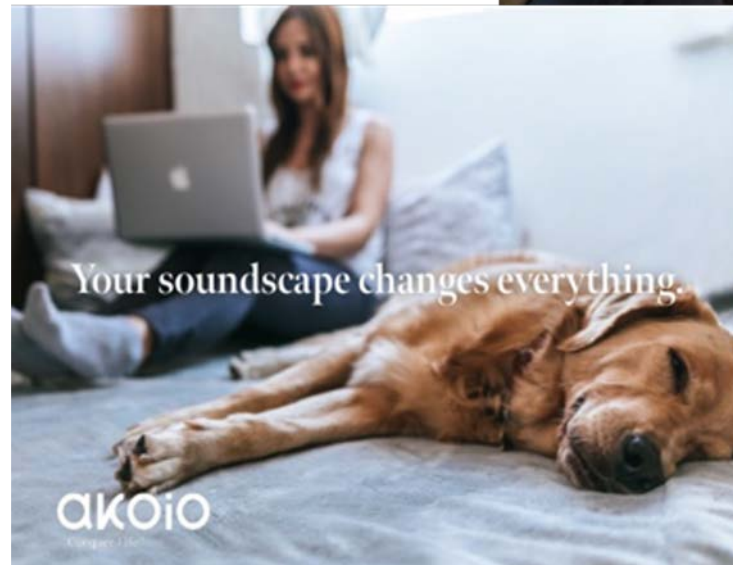
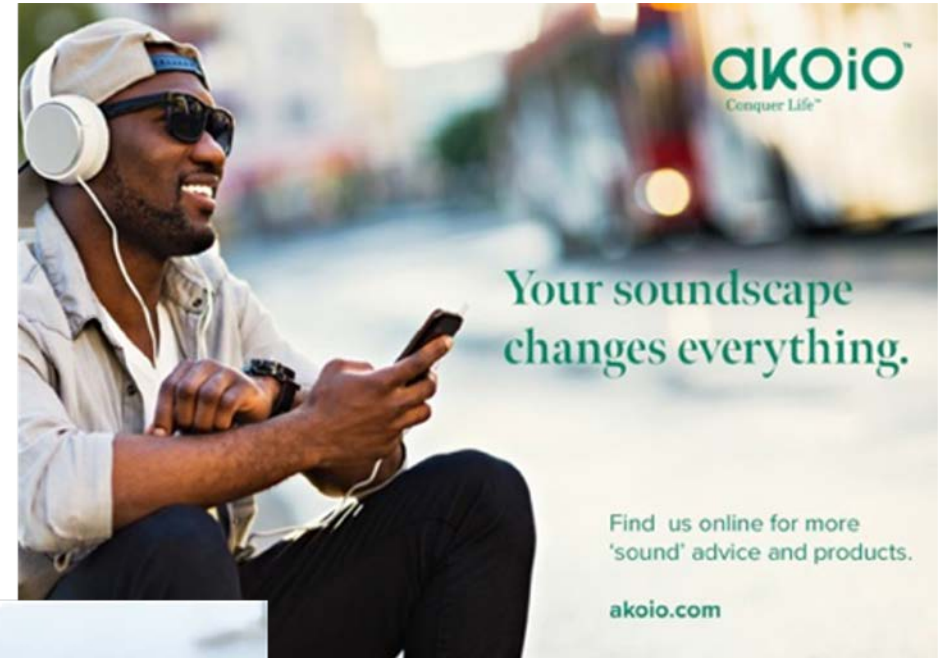
At **Retail** on wifi enabled displays.

CASE STUDY / AKOIO

Retail Discovery Workshop

Evolved retail concept and product mapping, refined brand identity, and updated launch playbook using a dynamic, agile process.

- / Retail Concept Viability Audit
- / Updated Brand Identity
- / Updated Launch Playbook
- / Product Profiles & Mapping



CASE STUDY / BETTER PLACE FORESTS

ABOUT BETTER PLACE FORESTS:

Better Place Forests is creating North America's first conservation memorial forests for families who choose cremation. Their mission is to inspire everyone to leave a meaningful legacy for the planet and the people they love.

RETAIL SUPPORT:

Christopher Peak provided retail leadership as VP of Real Estate. He developed a wrap-around visual merchandising program to simplify, strengthen, and enlarge the product pipeline, amplifying sales growth through improved visual merchandising. ACV Studio crafted emotional tree, section, and forest personas, to bring the serenity of BPF forests to customers within an omnichannel strategy

CASE STUDY / BETTER PLACE FORESTS

VP of Real Estate

Oversaw forest as store infrastructure, build, and operations of 9 locations over a 24-month startup phase.

- / Forest Customer Welcome Center - Goals + Strategy + Oversight
- / Real Estate Development Modeling + Site Delivery
- / Design Concepting + Management + Permitting
- / Construction Management + Master Schedule + Budgets + Vendors + Procurement + Delivery
- / Handoff to Operations + Warranty + Facilities
- / Sustainability Profile Management



CASE STUDY / BETTER PLACE FORESTS

Product Personas

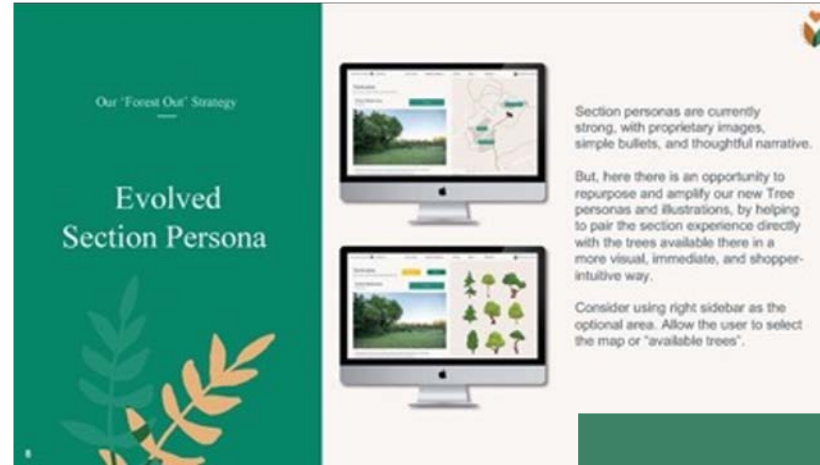
Produced and evolved product mapping and personas.

/ Product Mapping

/ Forest Personas

/ Section Personas

/ Species Content + Visuals



CASE STUDY / BETTER PLACE FORESTS

Visual Merchandising

Defined the in-store customer journey and created a product visual merchandising plan.

/ Customer Journey Mapping

/ Forest (Store) Design

/ Product Presentation

/ In-Forest Operational Expression

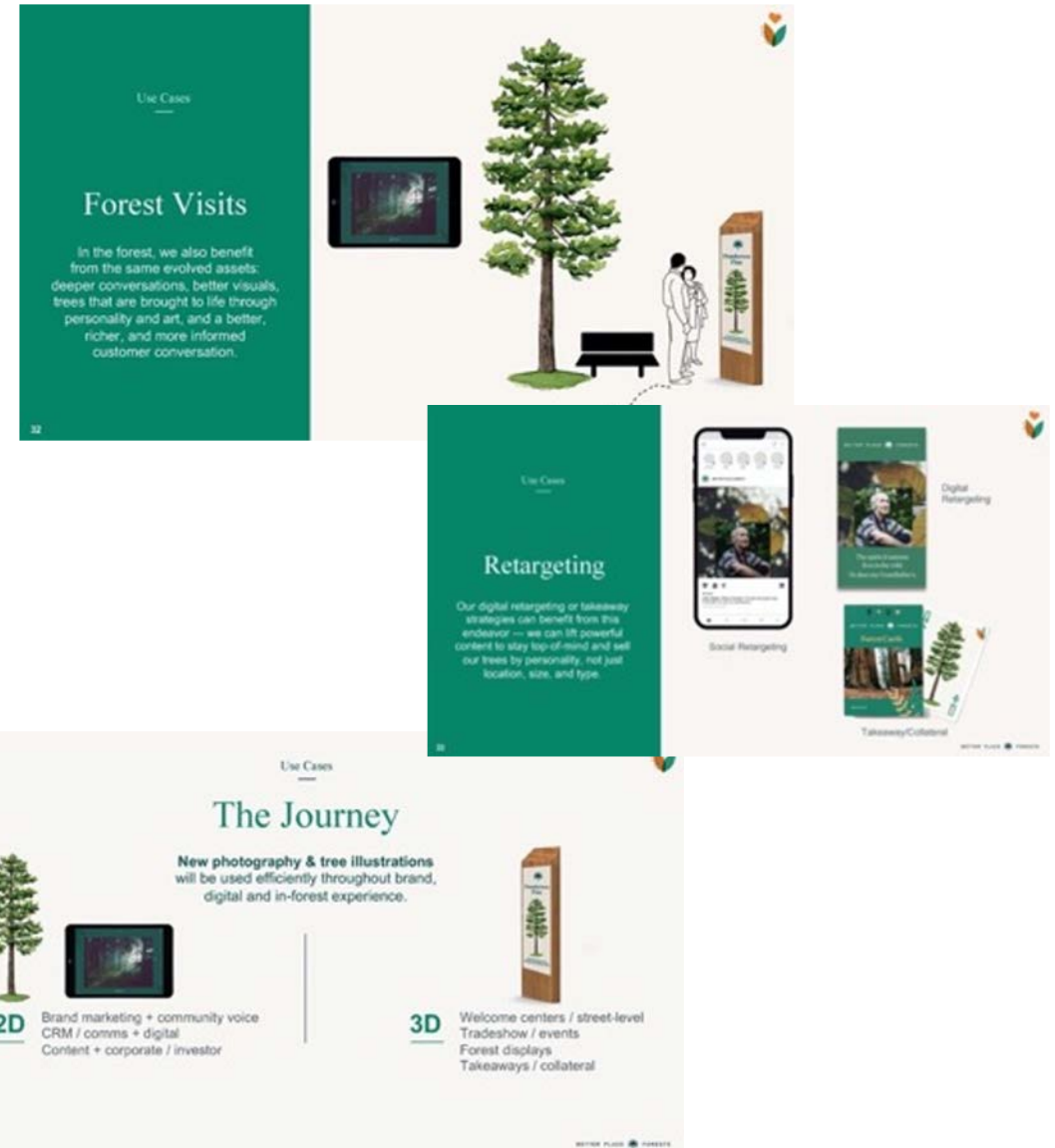


CASE STUDY / BETTER PLACE FORESTS

Omnichannel Integration

Applied product and visual merchandising work to an omnichannel tactical proposal.

- / Cross-Channel Integration
- / Market Research, Customer Experience + Brand Integration
- / Concept Development, Design Package + Renderings



CASE STUDY / DÉFONCÉ



ABOUT DÉFONCÉ:

Bay Area-based Luxury Chocolatier that sources sustainably grown cocoa, directly supporting cocoa farmers and sustainable cocoa cultivation.

RETAIL SUPPORT:

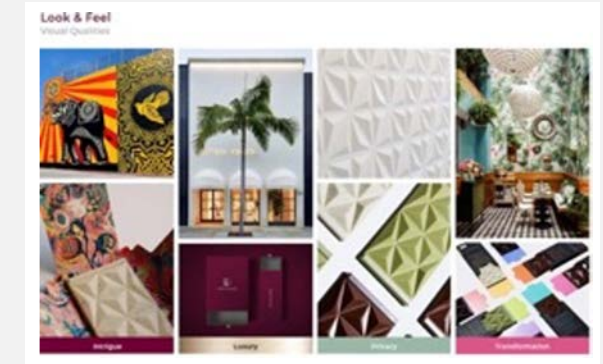
Rapidly developed a concept store to fit within the context of the new West Hollywood development location.



CASE STUDY / DÉFONCÉ

Concept + Design Developer

- / 3-Month Project
- / Market Research, Customer Experience + Brand Integration
- / Concept Development, Design Package + Renderings
- / Project Submittal to West Hollywood





CASE STUDY / GRASSHOPPER VENTURES

ABOUT GRASSHOPPER VENTURES:

An environmental sensor system for indoor agriculture that gives growers across the planet urgently needed accuracy, connection, and knowledge. A solution made for the times that we grow in.

RETAIL SUPPORT:

As CEO of Grasshopper, Christopher Peak developed an omnichannel go-to-market strategy, including e-commerce, in-app, and direct-to-consumer, through an initial funding round.



CASE STUDY / GRASSHOPPER VENTURES

CEO + Omnichannel Strategic Plan

Developed core product and executed strategic go-to-market investor plan.

- / Omnichannel Strategic Plan (E-commerce, In-App, DTC)
- / Market Positioning
- / Supply Chain Management
- / Retail Distribution Modeling
- / Investor Communications
- / Retail Concept Viability Audit



CASE STUDY / GRASSHOPPER VENTURES

Brand DNA Workshop

Identified, expanded, and unified brand identity for use in an omnichannel go-to-market strategy.

/ Brand Pyramid

/ Brand Voice

/ Identity, Type & Color Evolution

/ Brand Persona

/ Customer Profiles

Archetype / Personality

the sage (primary)

Goal / to use intelligence and analysis to understand the world
Virtue / wisdom
Vice / dogmatism
Gift / wisdom & intelligence
Desire / wisdom and the discovery of truth
Call to Action / confusion, doubt, and a desire to find truth
Strategy / seek information and knowledge, be self reflective, understand through process
Fear / can study issues forever and never act

the ruler (secondary)

Goal / create a prosperous, successful family, company, or community
Virtue / responsibility
Vice / dictatorship
Gift / responsibility & leadership
Desire / control
Call to Action / lack of resources, order, or harmony
Strategy / exert leadership
Fear / being bossy or authoritarian

customer profile
small scale grower

key stats

Geographies: Pacific North West - pilot in greater Seattle area then expand to SF, Portland, LA, NY, Denver then Global

Age Range: 25-55+

Education: College Educated

Core Activities: All things small scale agriculture, organic farming, high value crops, cannabis, craft beer and wine, organic foods, solar/land power, hydroponics.

emotional drivers

I care deeply about my world and challenge others to as well
I honor farming as one of the oldest professions
I want independence, but also connections to my tribe
I value simplicity, efficiency, and longevity
I consider listening and collaborating to be necessary staples of our future
Technology does not scare me, but I prefer nature
Being a source of information appeals to me
Curated & trusted information empowers me
Applying this information inspires me
Archiving this information for future generations moves me
I cherish my family — and yours
I believe we need to do much more for our world
I feel compelled to be a part of that change

Because this is my livelihood, my calling, and the life I choose.



CASE STUDY / LEMON TREE

ABOUT LEMON TREE:

A specialty cannabis company using handcrafted, organic strains from the Santa Cruz mountains. With a spirit of radical authenticity, they champion agricultural intimacy, inspire creativity, and promote outdoor recreation. Lemon Tree products help you foster a deeper connection to yourself, the earth, and your community.

RETAIL SUPPORT:

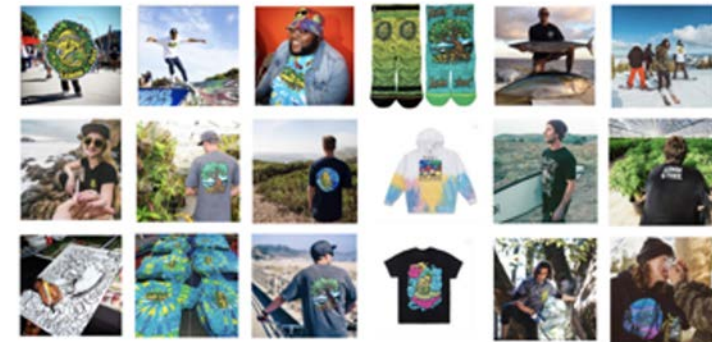
Supported Lemon Tree through a funding round as ICEO with support for retail/market strategy, operational development, supply chain management, and investor communications.

CASE STUDY / LEMON TREE

Interim CEO + Strategic Planning

Provided interim leadership to prepare for a funding round and expansion opportunity.

- / Interim CEO
- / Retail Strategic Plan
- / Market Positioning
- / Operational Development
- / Supply Chain Management
- / Investor Communications
- / Retail Concept Viability Audit



Outdoor Recreation

Agricultural Intimacy

Inspired creativity



MK DESIGNS

CASE STUDY / MK DESIGNS

ABOUT MK DESIGNS:

MK Designs an award-winning architect/manufacturer in the prefabricated housing industry. Founded by the award-winning architect Michelle Kaufmann, the brand produced modular homes with an aesthetic sensibility that transcended their prefab origins. Each home design is LEED-certified and meets the highest sustainability standards.

RETAIL SUPPORT:

Provided go-to-market strategy and operational support for high-end prefab buildings sold as a retailing concept.

CASE STUDY / MK DESIGNS

Director of Operations + Strategic & Tactical Planning

Provided interim leadership to assess project viability and prepare for brand acquisition.

- / Operational Oversight
- / Go-to-Market Strategy
- / Concept Viability Audit/Modeling
- / Manufacturing Pipeline Management
- / Procurement Oversight



The logo for ACV Consulting, featuring the letters 'ACV' in a bold, sans-serif font. 'A' and 'C' are white, and 'V' is red. The logo is set against a black square background.

ACV

Leadership. Innovation. Purpose

Christopher Peak

Principal + SVP of Retail Development

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Whether you're in North America or across the globe - with our HQ in San Francisco and assignable experts in Europe, Asia, and Australia — we have a connected and proven team at the ready everywhere.

acvconsulting.com

