



CHICAGO CUBS SPORTS RETAIL STORES

Chicago, Schamburg, and Gurnee, Illinois

Wrigley Field Ambiance

Bricks and ivy, grass and sand, history, lights, cameras and action! Even the sounds of the ballpark are captured in a series of retail stores located in Wrigley Field itself and three outlying locations in Chicago, Woodfield Mall, and Gurnee Mills Mall. Points of Sale mill work designs invoke memories of program sellers, souvenir stands, ticket booths, and hot dog vendors found in the concourse of the ballpark.

Multi-sport Licensed Merchandising

The stadium ambiance and excitement carries through all corners of the Gurnee Outlet to include vignette displays for the Chicago Cubs, Bulls, Bears, and Blackhawks.

Cubs Walk of Fame

A stroll along the walk of fame past the names of Ernie Banks, Billy Williams, Hack Wilson, and others, leads the guests of the Woodfield Mall store through the full line of specialty merchandise to a video tribute to Harry Carey and Ryne Sandberg.

“We established a style in all of our Chicago area stores that supports and enhances the local and national image of our team.”