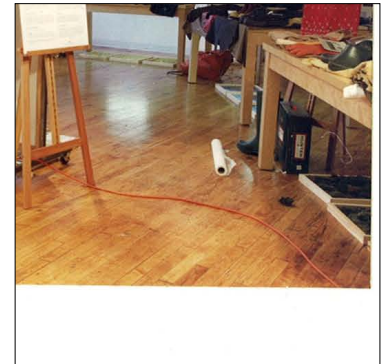
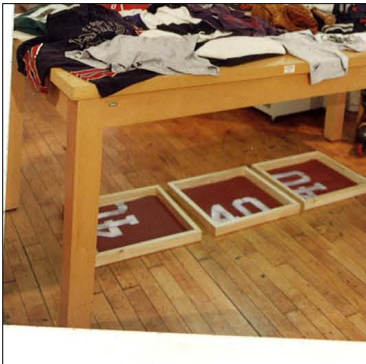
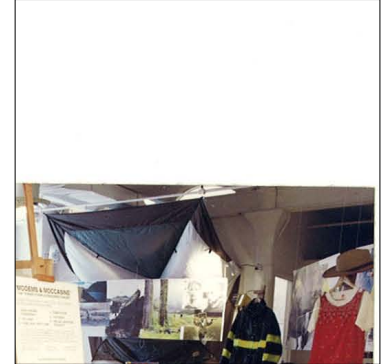




Life On Earth.

Terrasystems was founded in 1990.

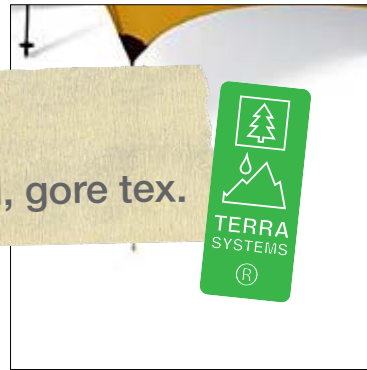
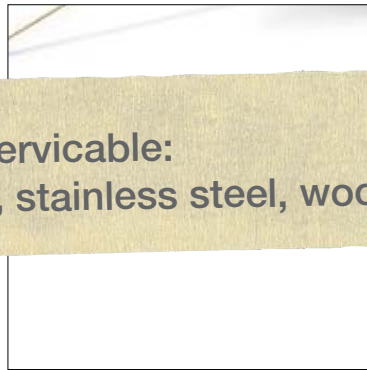
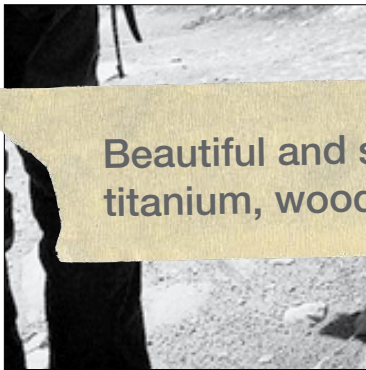
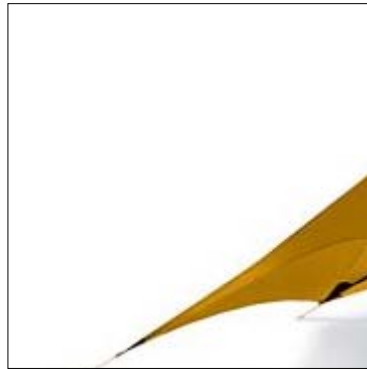
Our vision was to create a company that would be a designer and outfitter of smart gear and apparel for everyday active living.



We were inspired by outdoor sports, nature, and technology, and by mixing tried and true classics with modern functionality.



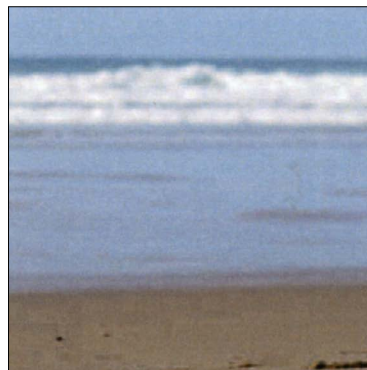
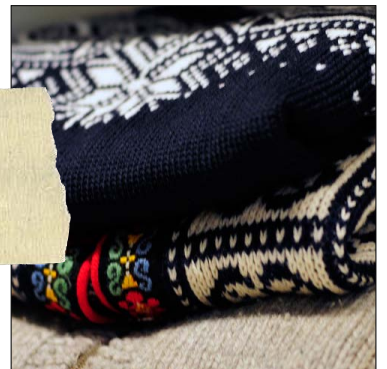
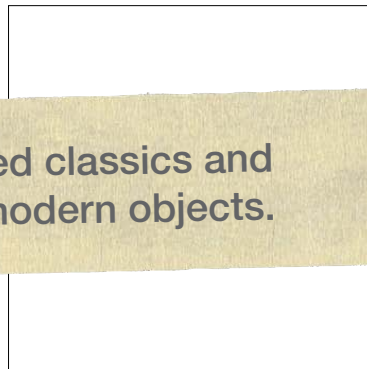
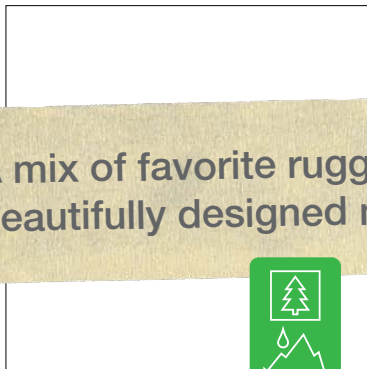
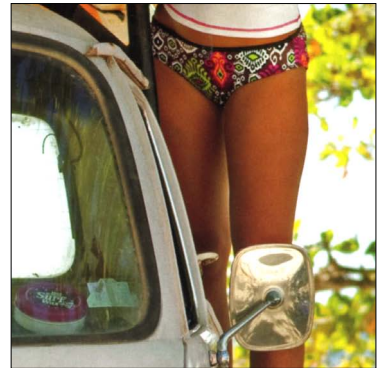
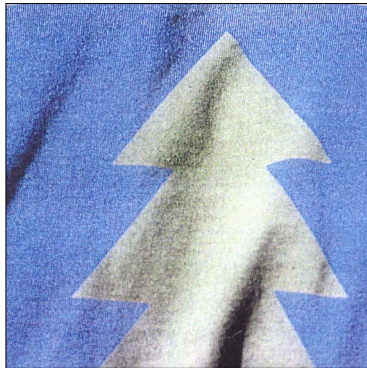




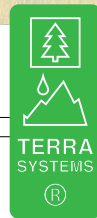
Beautiful and servicable:  
titanium, wood, stainless steel, wool, gore tex.



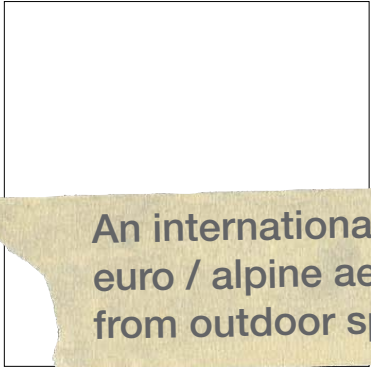
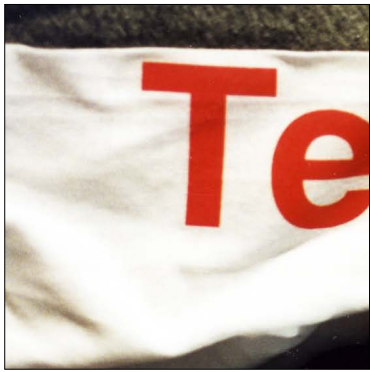




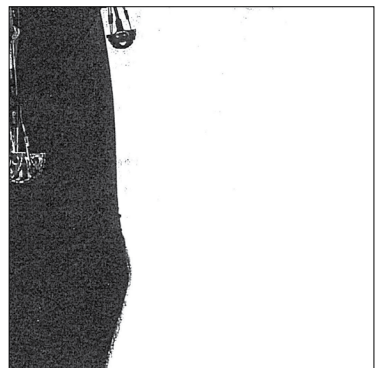
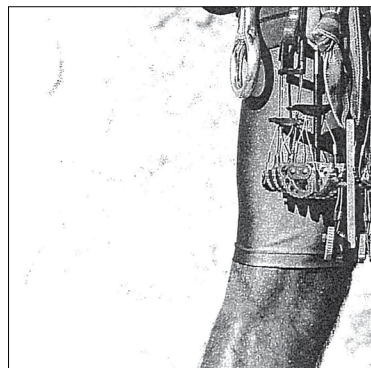
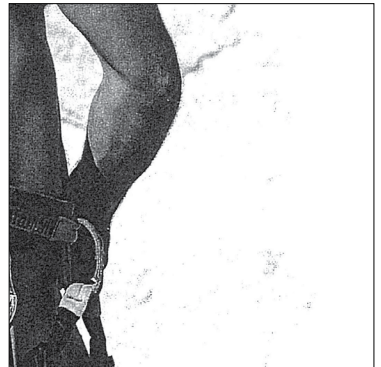
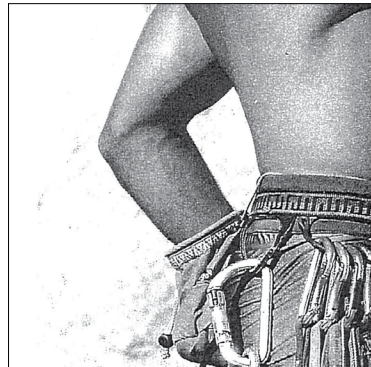
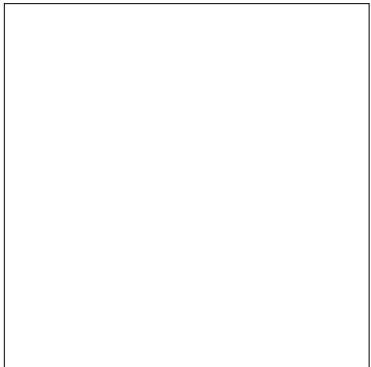
A mix of favorite rugged classics and beautifully designed modern objects.



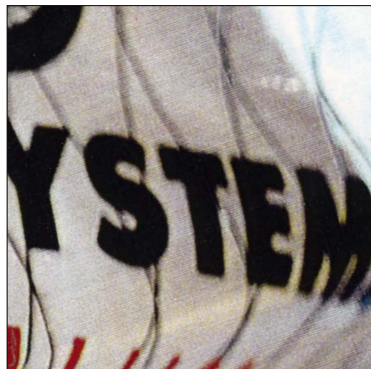
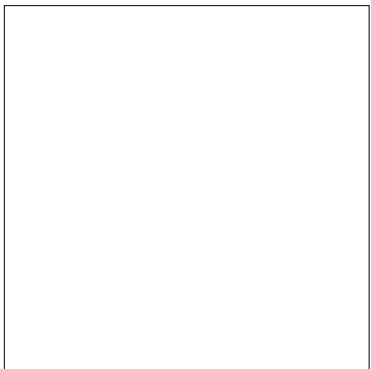
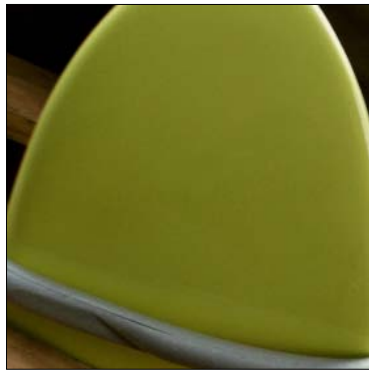




An international look and feel based on a euro / alpine aesthetic and design elements from outdoor sporting gear.







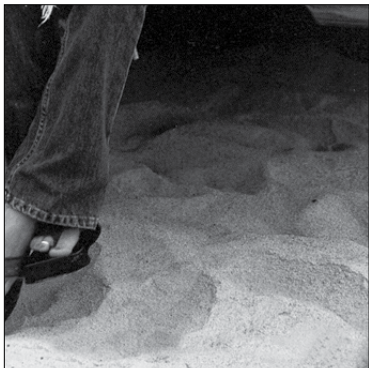
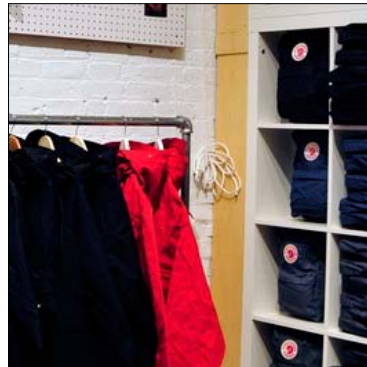
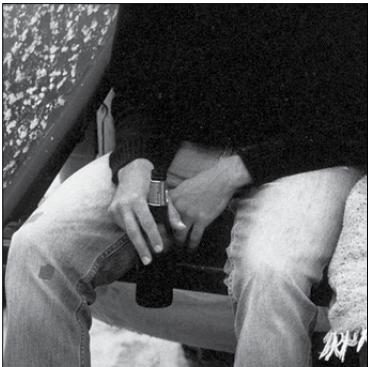
Cool, low - impact life - enhancing products:  
solar, wind, water, transportation, sports.







Performance and performance inspired  
for an on-the-go life.





Time Magazine recently did a story on "10 Ideas Changing the World" - and featured G+G's "Survival Store" (aka Terrasystems) concept as #9.



10 IDEAS THAT ARE CHANGING THE WORLD

# #9 Survival Stores

BY SEAN GREGORY



**Sensible Shops**  
*A survival store's solar panels would keep the consumer green*

**THE ATTRIBUTES**  
living off the grid smart recycling sustainability  
consume less consume better self-sufficiency  
basic + useful independent responsible  
co-op durable lifetime warranty hip + cool  
community intelligence-intensive at store level  
brand-free out of the oven, not cookie-cutter  
goodness-driven health fitness meditation  
sharing bartering socialistic capitalism

## THE PRODUCTS



Shoppers aren't going to buy the same things they used to, and they're not going to buy them in the same way they used to either. What we need is a whole new kind of store.

What should the shop of the future look like? Simon Graj, CEO of Graj + Gustavsen and a respected retail consultant, is pushing a concept he smartly brands the "survival store." Graj envisions a place where you can get the goods you need — low-cost food, clothing built to last a few winters, a bike to substitute for the new car you can't afford — while offering experiences that help you cope during these difficult times. Why couldn't you float from the food department to the living-and-leisure department, where you could meditate with a local Yogi? Or to the education department, where experts could offer sensible financial advice? "Helping people go fearlessly into the future — and have fun doing it — is the idea," Graj says. Some retailers are already catching on. French-based retailer Carrefour, for example, has built "hypermarkets" where consumers can buy food and have their computers fixed.

These days, a survival-store brand could be cool. It's suddenly hip to save money. Dollar stores are thriving — there's no shame in trading down. Retailers should be straight with their customers, who are in no mood to decipher some muddled marketing pitch. This is a survival store, plain and simple. Come in and look around: all these other people are in the same boat. Have at it. That simple message might just inspire a very sad shopper.

Once the economy rebounds, the survival store will be a relic, right? But hold on. We've lost too much wealth to return to the old days. Even if the economy roars back, could we really be dumb enough to revert to our old habits of conspicuous consumption? From here on out, the market for sensibility will be stable. Survival will always be in season.

ILLUSTRATION BY GRAJ + GUSTAVSEN; AQUAPANEL; LEFTY (6); RETIERS

TIME March 23, 2009

© 2010 TERRASYSTEMS, INC. + GRAJ+GUSTAVSEN



GRAJ + GUSTAVSEN