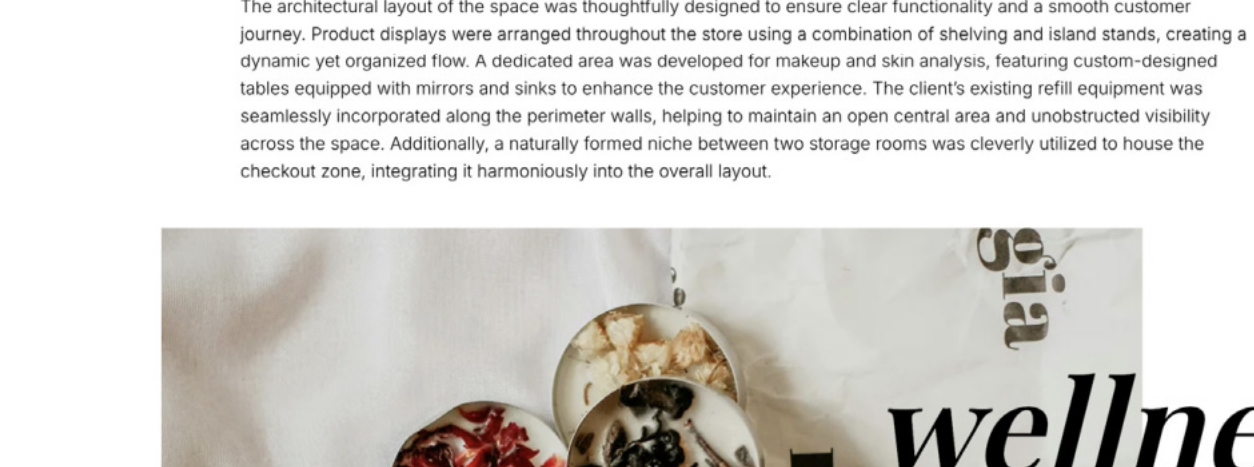


Curated is a unique retail space designed specifically for a female audience aged 20 and above, with a focus on aesthetics, comfort, and a premium experience. The main goal was to create a visually light yet functional environment that would reflect the brand's high-end positioning and offer intuitive navigation for customers.

## design project



The architectural layout of the space was thoughtfully designed to ensure clear functionality and a smooth customer journey. Product displays were arranged throughout the store using a combination of shelving and island stands, creating a dynamic yet organized flow. A dedicated area was developed for makeup and skin analysis, featuring custom-designed tables equipped with mirrors and sinks to enhance the customer experience. The client's existing refill equipment was seamlessly incorporated along the perimeter walls, helping to maintain an open central area and unobstructed visibility across the space. Additionally, a naturally formed niche between two storage rooms was cleverly utilized to house the checkout zone, integrating it harmoniously into the overall layout.



The material palette was carefully curated to convey a sense of refined simplicity. Stone-textured porcelain tiles were used for the flooring, bringing a natural yet polished feel to the space. Fixtures and navigation elements featured gold-leaf metal, adding a touch of elegance and visual warmth.

Walls were finished with beige-toned microcement, providing a soft, contemporary backdrop. Custom furniture combined light wood textures with subtle pastel tones, reinforcing the overall atmosphere of understated luxury where every detail elevates the product's perceived value.

