



Year: 2017-2019
Service: retail design, merchandising

Balmessence retail chain which presents premium products and the design of the boutique should speak about this. A client came to us with this task. As a part of the project, it was necessary to develop a store design in accordance with the company's existing brand book and then to adapt it for other stores. The design is based on a neoclassical style. Designers were inspired by the interiors of the XVIII-XIX centuries but added a touch of modernity. Trade equipment was developed for the store, using a system of mirrors that helped to show the goods in volume. Also, unique equipment based on a confectionery rack was developed to demonstrate a larger volume of products. In addition, our team designed window displays for each store.

