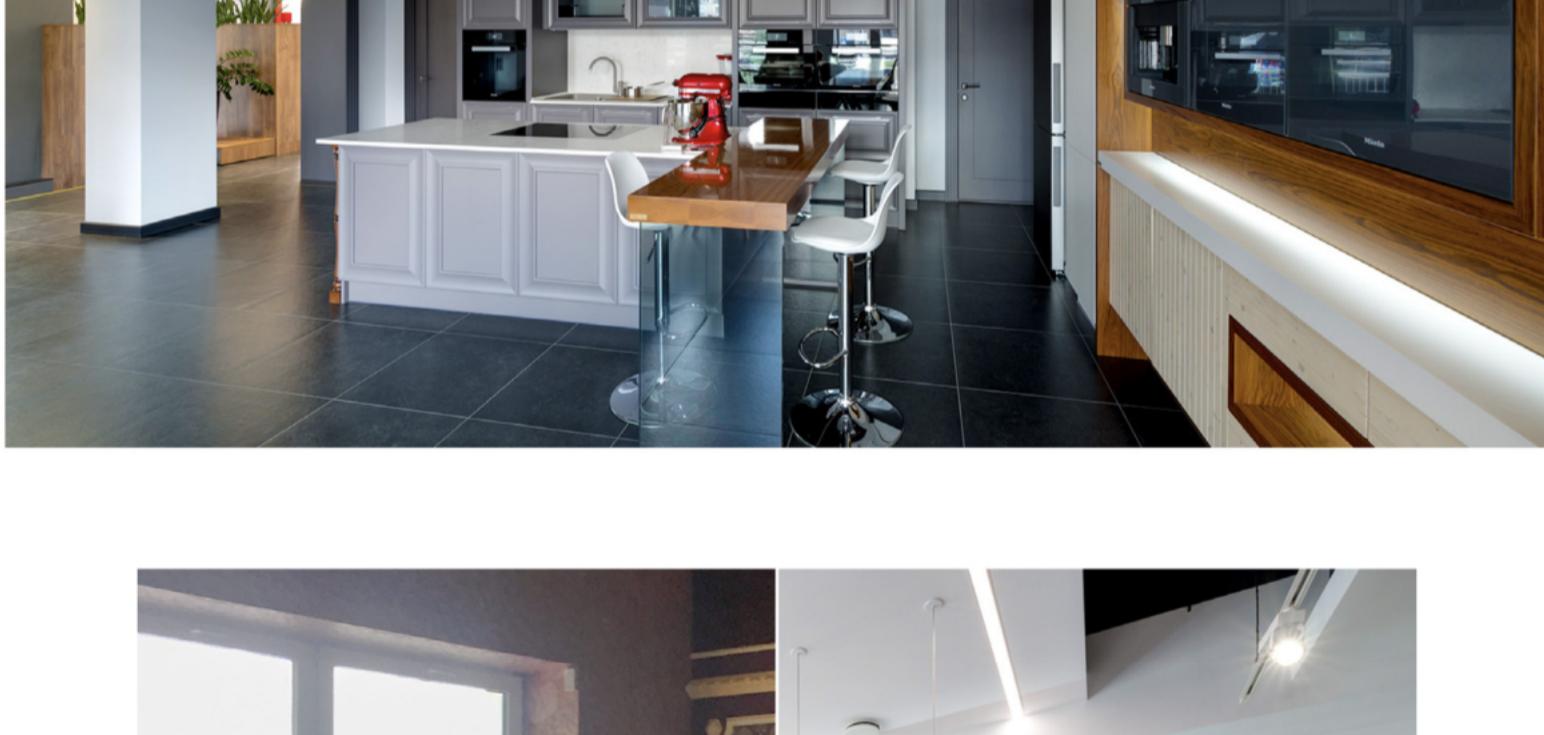


Year: 2016

Service: retail, merchandising

Miele is one of the world's leading manufacturers of premium household appliances. The goal of the project was to design a new store according to the high standards of the German company.

Miele brand book clearly defines the brand color scheme and the key style components, so our main task was to present the products of the company in a retail space. That's why we decided to design not just another typical household store, but rather to create a showroom where great attention is paid to products quality and to demonstration of their functionality.



Created in 2023

Project development period: 1 month

Project team:

Personal Account Manager of the project, Art Director, Brand Designer, Architect

Technology:

Design thinking, Methodology, Coloristics, Principles of Merchandising

Public space design   Branding   Store Design   Pianogram

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

Ps   Ai   M   Figma   Sketch   Axure   Mockplus   3D   Camera



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