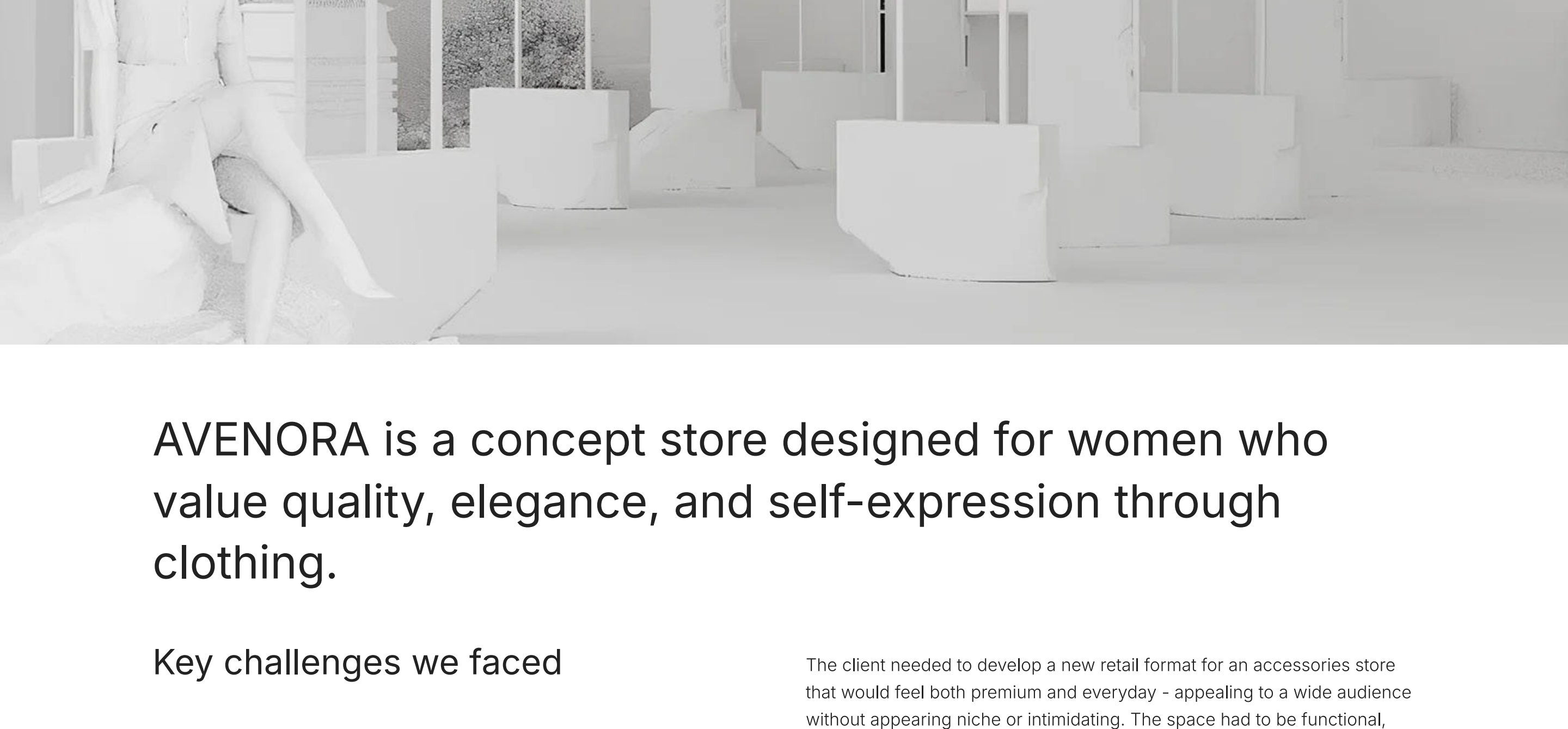


- Retail design
- 3d visualization
- Logo design
- Branding

Concept Store for Women's Luxury Ready-to-Wear

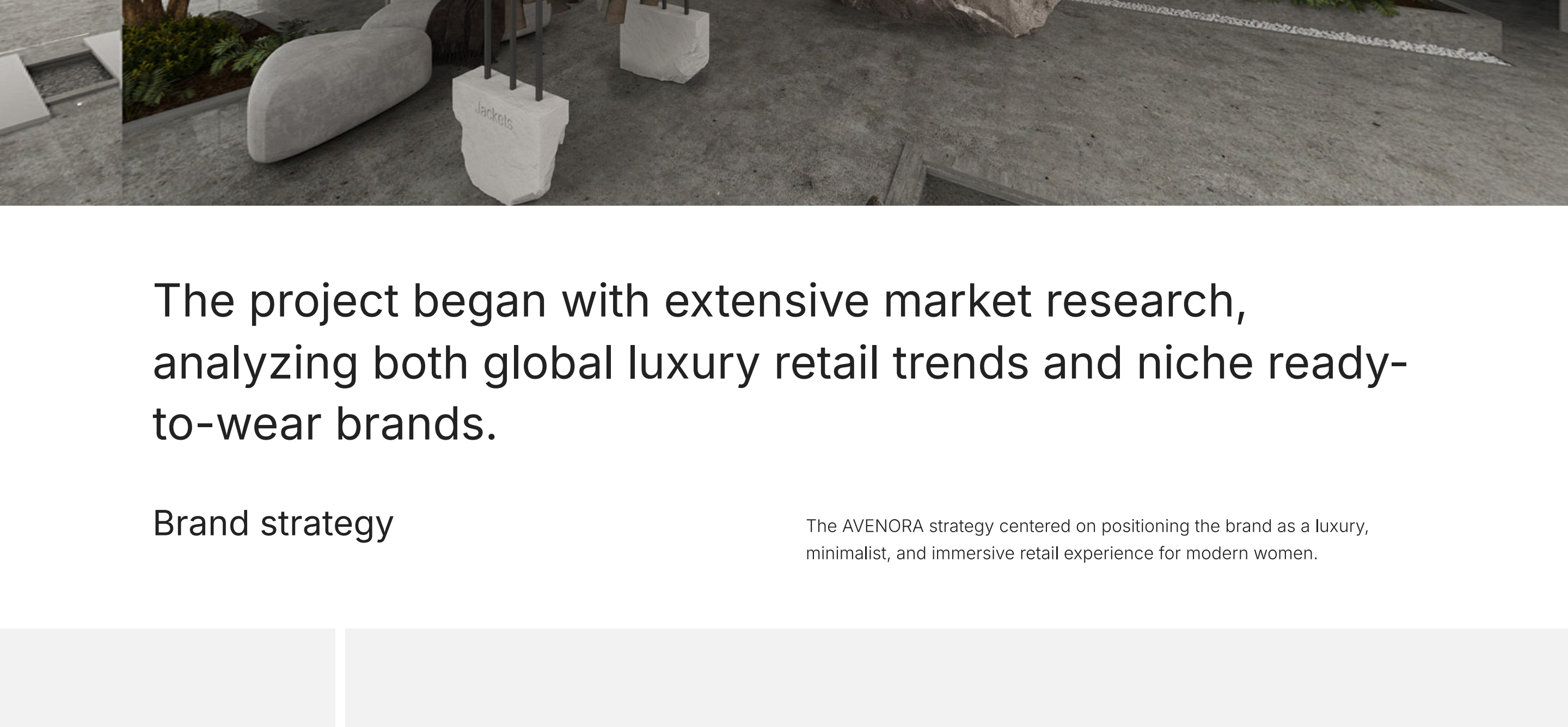
Year: 2025
Scope of work: Creation of a concept store from scratch, including market analysis, brand strategy, and full interior and brand implementation.
Target audience: Our concept store serves women aged 25-50 with higher education and above-average incomes, including professionals and business owners. They value self-expression, quality, comfort, and personal growth, lead culturally and socially active lifestyles and view clothing as a reflection of their taste and status. They prefer mindful, high-quality, and unique purchases, shopping both online and in curated boutiques with personalized service.



AVENORA is a concept store designed for women who value quality, elegance, and self-expression through clothing.

Key challenges we faced

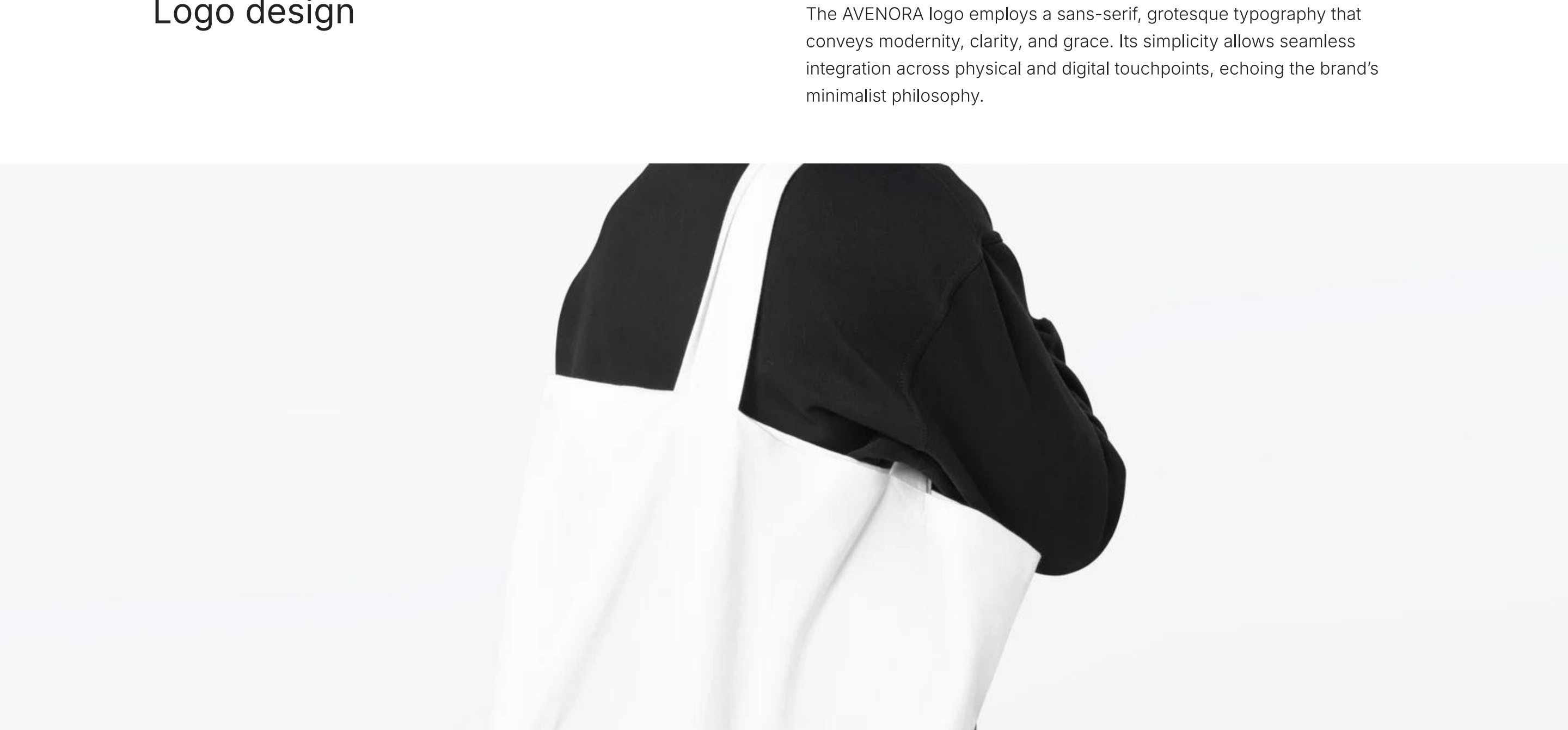
The client needed to develop a new retail format for an accessories store that would feel both premium and everyday - appealing to a wide audience without appearing niche or intimidating. The space had to be functional, visually refined, and technologically well-equipped, meeting all modern standards for engineering systems and customer comfort.



The project began with extensive market research, analyzing both global luxury retail trends and niche ready-to-wear brands.

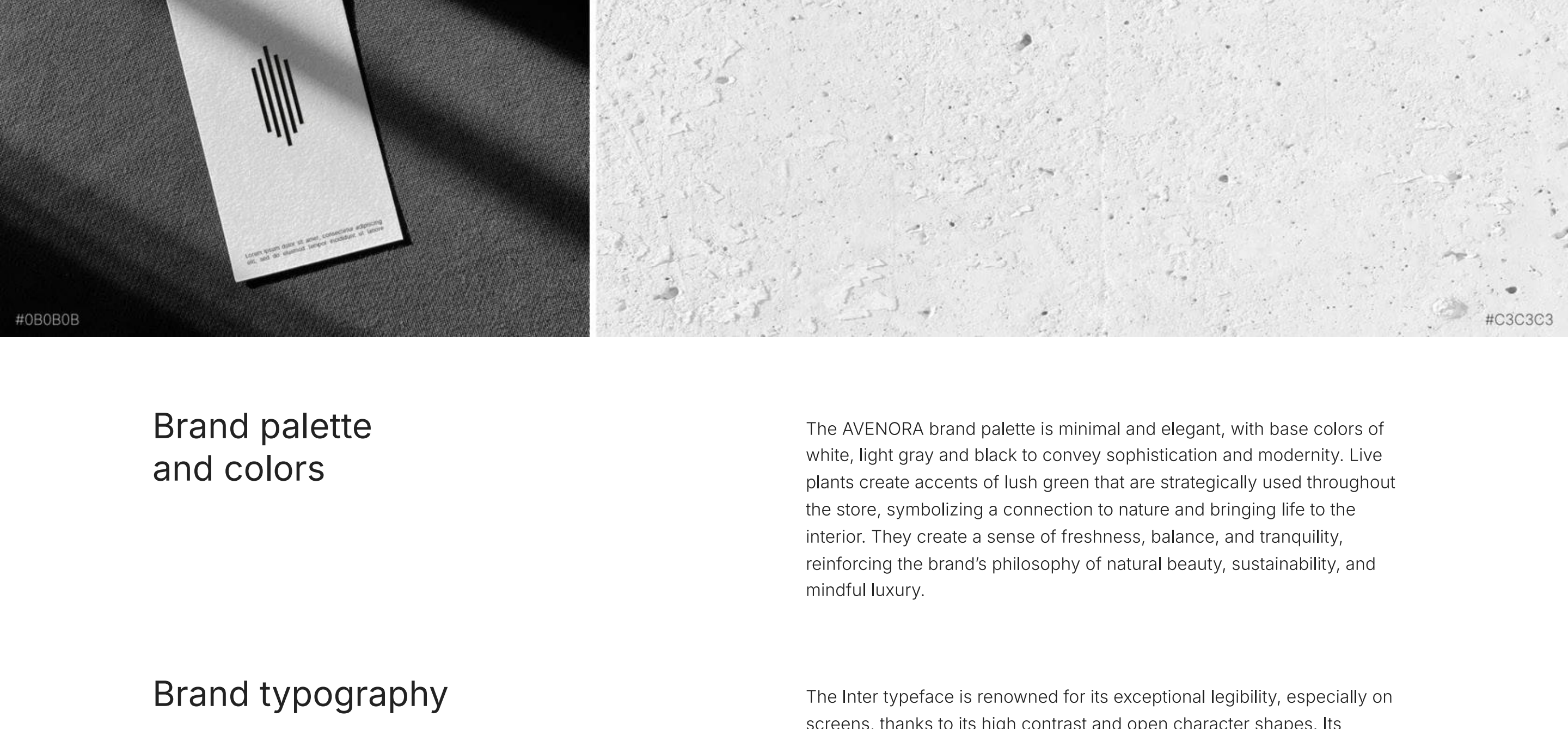
Brand strategy

The AVENORA strategy centered on positioning the brand as a luxury, minimalist, and immersive retail experience for modern women.



Logo design

The AVENORA logo employs a sans-serif, grotesque typography that conveys modernity, clarity, and grace. Its simplicity allows seamless integration across physical and digital touchpoints, echoing the brand's minimalist philosophy.



Brand palette and colors

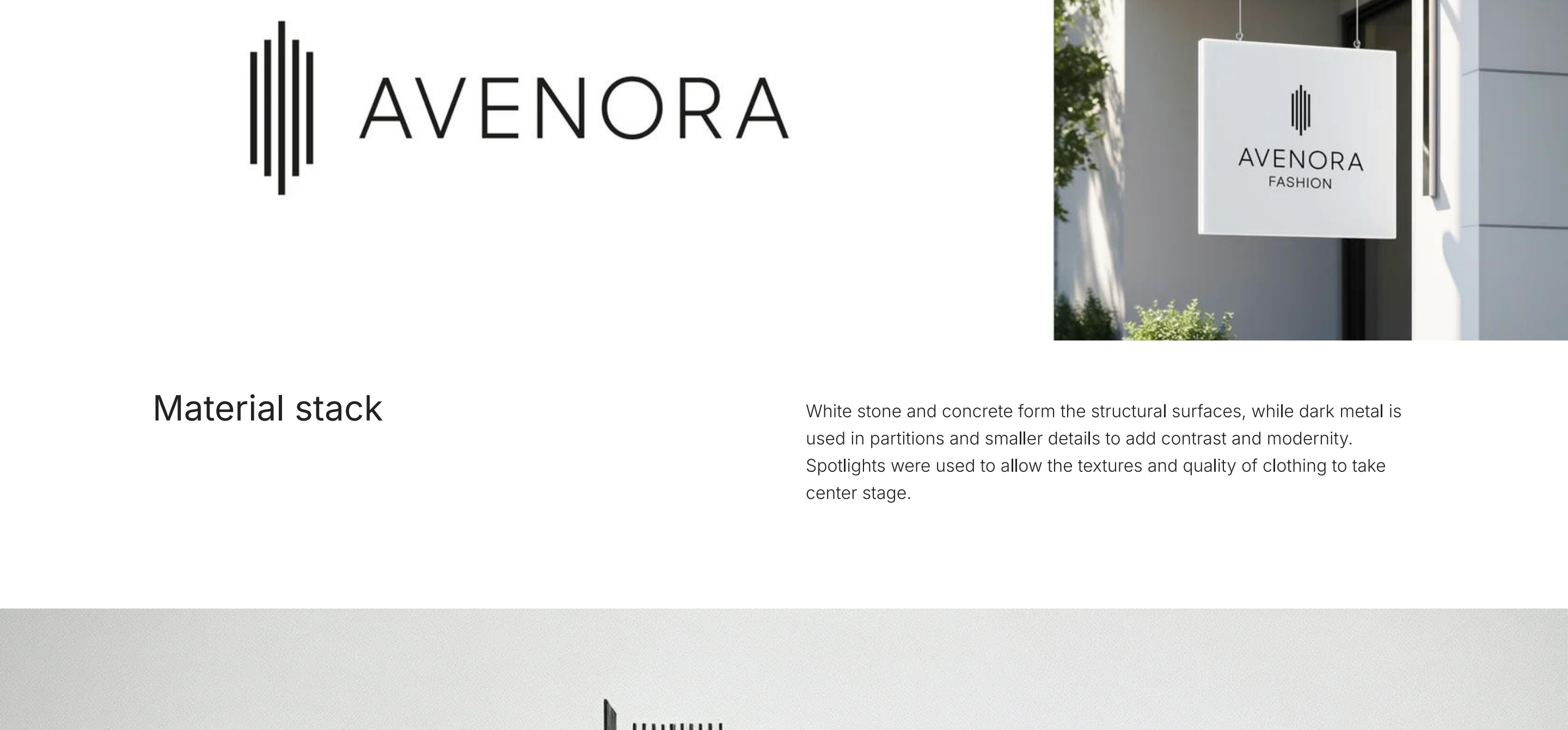
The AVENORA brand palette is minimal and elegant, with base colors of white, light gray and black to convey sophistication and modernity. Live plants create accents of lush green that are strategically used throughout the store, symbolizing a connection to nature and bringing life to the interior. They create a sense of freshness, balance, and tranquility, reinforcing the brand's philosophy of natural beauty, sustainability, and mindful luxury.

Brand typography

The Inter typeface is renowned for its exceptional legibility, especially on screens, thanks to its high contrast and open character shapes. Its carefully crafted geometry, optimized for interfaces, not only enhances readability but also creates a sense of modern elegance and functional clarity.

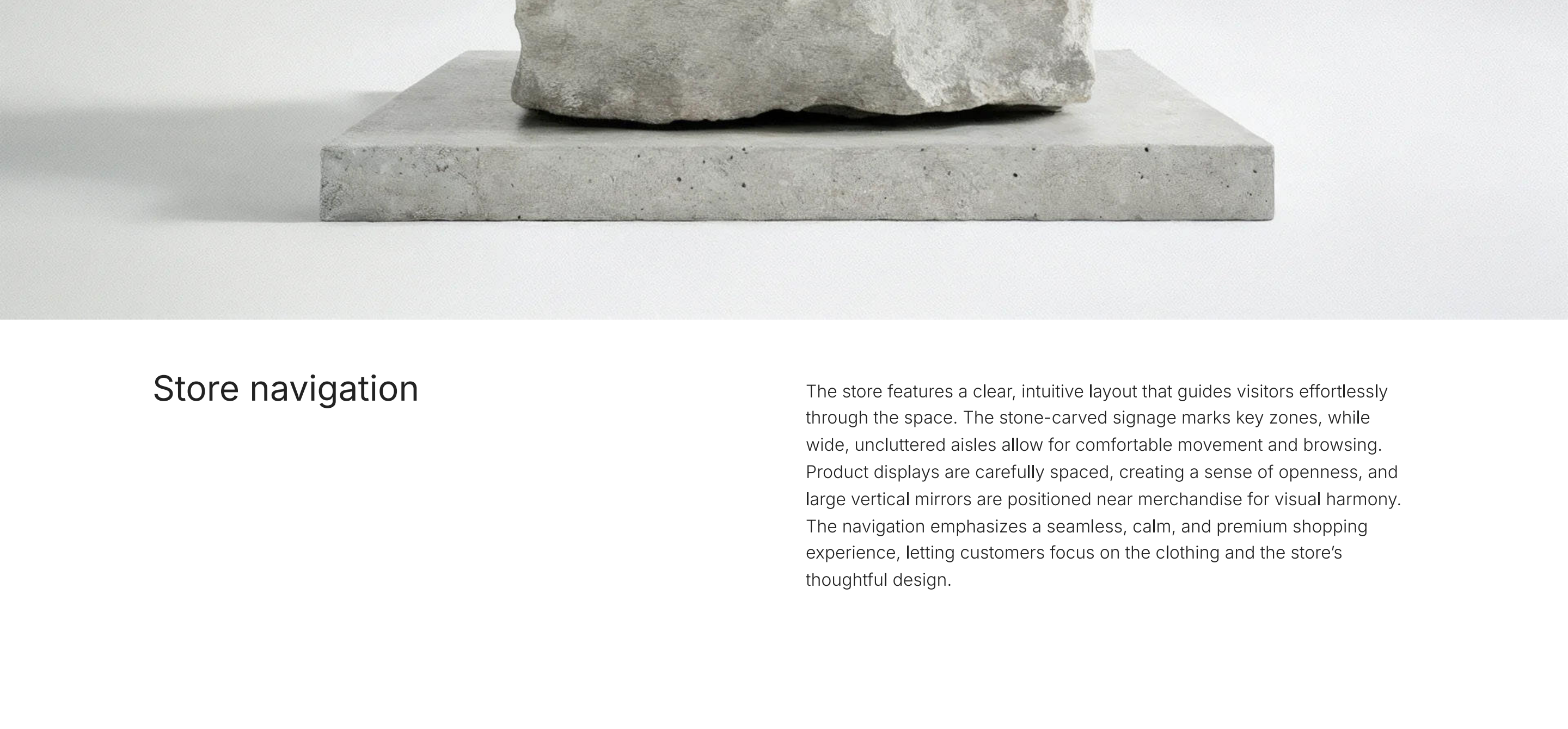


The Inter typeface is renowned for its exceptional legibility, especially on screens, thanks to its high contrast and open character shapes. Its carefully crafted geometry, optimized for interfaces, not only enhances readability but also creates a sense of modern elegance and functional clarity.



Material stack

White stone and concrete form the structural surfaces, while dark metal is used in partitions and smaller details to add contrast and modernity. Spotlights were used to allow the textures and quality of clothing to take center stage.



Store navigation

The store features a clear, intuitive layout that guides visitors effortlessly through the space. The stone-carved signage marks key zones, while wide, uncluttered aisles allow for comfortable movement and browsing. Product displays are carefully spaced, creating a sense of openness, and large vertical mirrors are positioned near merchandise for visual harmony. The navigation emphasizes a seamless, calm, and premium shopping experience, letting customers focus on the clothing and the store's thoughtful design.

Store experience and graphics

AVENORA's store experience combines simplicity, functionality, and a premium feel to immerse customers in a relaxed, luxurious environment. Spotlights highlight key pieces while ribbon-shaped lighting above the checkout adds a modern touch. Minimalist fixtures and spacious layouts allow effortless browsing, while large vertical mirrors enhance both convenience and aesthetic harmony. Every graphic and visual element from signage to subtle environmental cues supports a refined shopping experience.



- Retail design
- Logo design
- Public space design
- Branding

Project support:

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

