



Retail design

3d visualization

The format of a modern accessories store

год: 2025

Scope of work: brand identity and store design

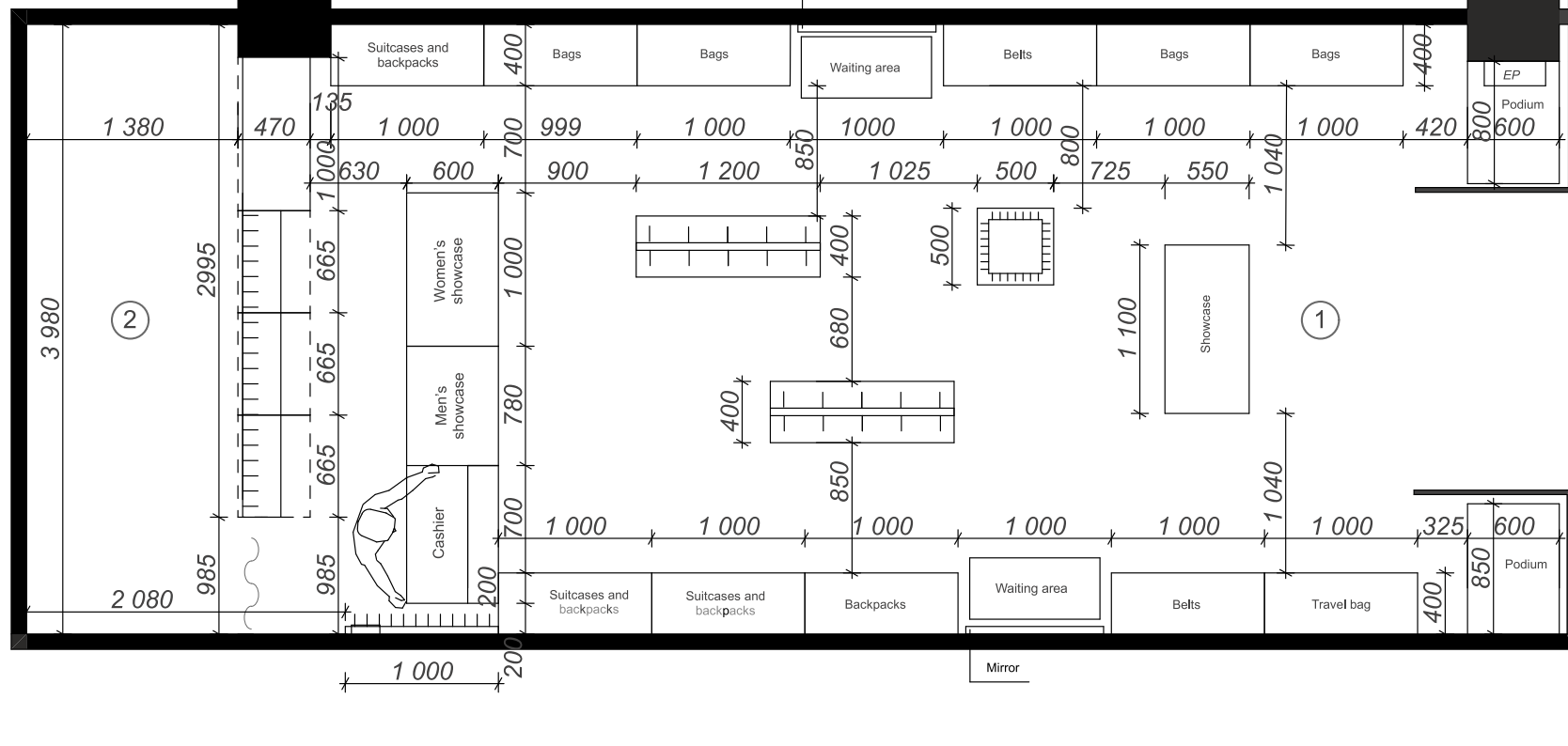
Target audience: modern urban customers who value quality, style, and functionality in everyday accessories.

We developed the brand identity and interior design for Bags & Belts – a retail concept that combines modern minimalism with the atmosphere of a premium boutique. The space is built around clean lines, warm tones, and thoughtful lighting that highlights the textures and craftsmanship of each product.



Problem

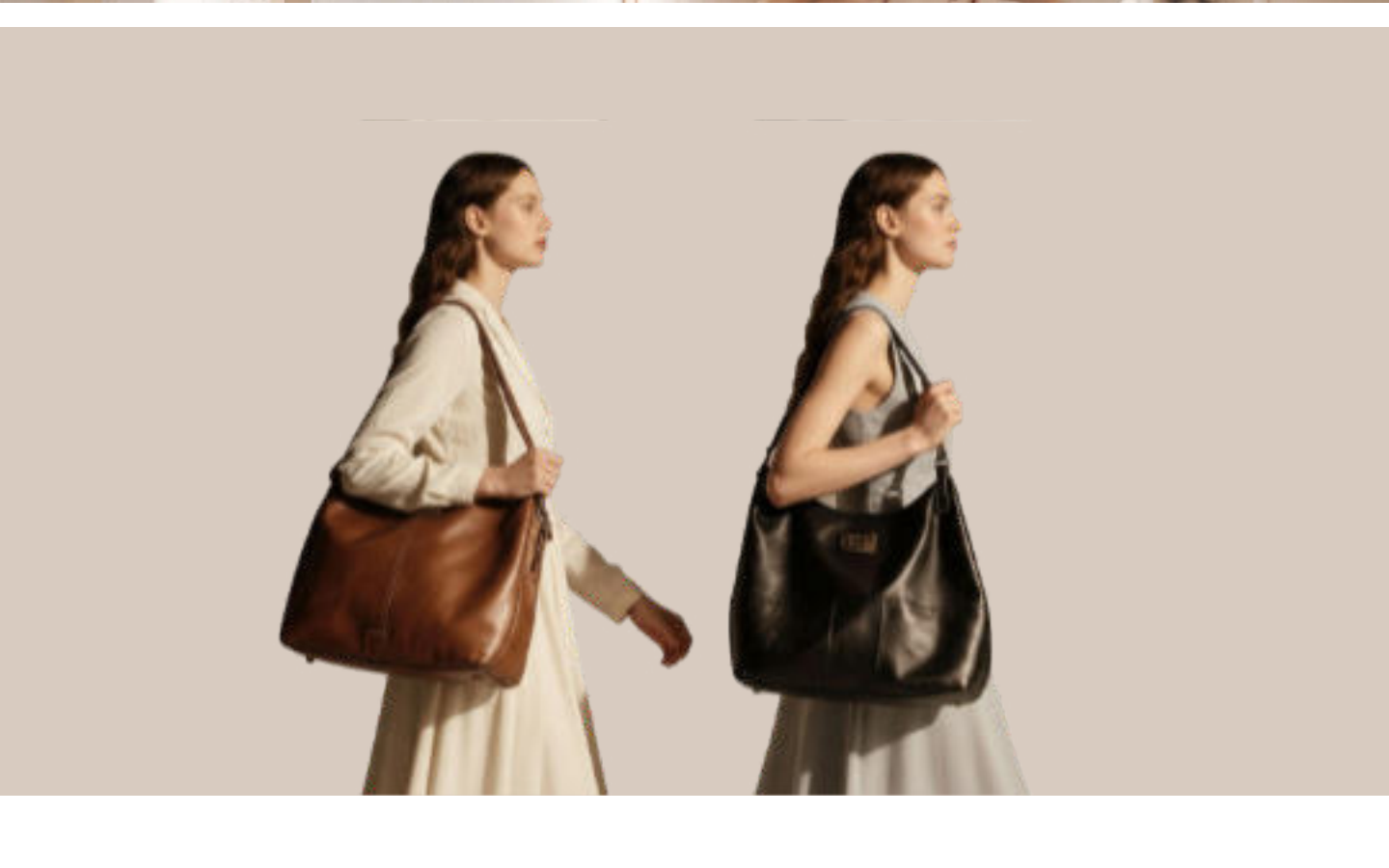
The client needed to develop a new retail format for an accessories store that would feel both premium and everyday – appealing to a wide audience without appearing niche or intimidating. The space had to be functional, visually refined, and technologically well-equipped, meeting all modern standards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



Store visit experience and schedule

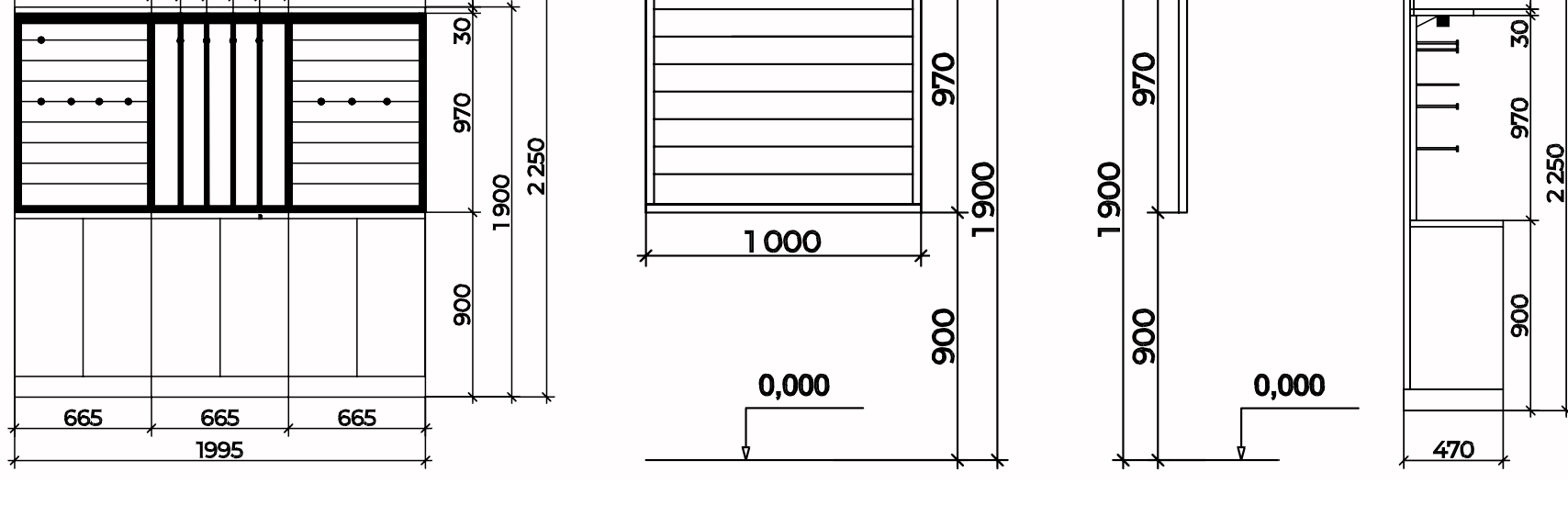
We have developed a complete set of retail graphics for customer experience management:

- Entrance & First Impression: Soft lighting and clean architecture create a sense of calm premium quality. The illuminated logo and central displays instantly establish brand recognition.
- Main Zone: Products are arranged by category and color, with lighting that highlights texture and form – creating a visually balanced and intuitive shopping flow.
- Selection & Checkout: Central tables and mirrors invite tactile interaction, while the checkout area near the exit completes the customer journey seamlessly and comfortably.



Custom furniture

The entrance display features a metal frame with a brass finish and wooden shelves in oak or milk oak. LED strips are integrated into the shelves for warm white lighting. Side panels are designed for hooks and small displays. Cabinets are made of laminated particleboard with oak or milk oak finish.



The client received a cohesive, scalable, and strategically refined brand identity for Bags & Belts — elegant, modern, and fully ready for launch across all touchpoints.

CEO Bags & Belts Inc.

"The NZR team completely understood our vision. They didn't just create a store design – they crafted the entire Bags & Belts experience. Every detail, from lighting and materials to product layout, is thoughtfully designed to reflect modern minimalism and a premium boutique atmosphere. Our early customers are already responding positively to the space, finding it both intuitive and inspiring. Now we have a brand and store that turn shopping for accessories into a truly aesthetic and functional experience." – CEO, Bags & Belts.

Created in 2025

Project development period: 1 month

Project team:

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

Technology:

Methodology, Design thinking, Retail design, Planogram

Retail design

Public space design

Planogram

Project support:

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

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