

Retail interiors & visual merchandising



Cioccolato (1)

Cioccolato is a pastry boutique in Mexico that has repositioned itself as a fun option in a saturated market. The store is painted white, allowing the colourful products such as cakes and chocolates to stand out. The walls are decorated with pop-art signs, and giant splodges resembling jam and chocolate drip from the display tables and cabinets.

Design: Savvy Studio – savvy-studio.net

Melissa Milan flagship store (2)

The visual merchandising uses the idea of framing. Pink perspex ramps and curved paths create irregular frames around the products. Hand-drawn illustrations of picture frames and portraits of stylists and designers adorn the walls.



Phill (3)

Phill is a meeting place for the entire family in Ilfov, Romania, incorporating a playground, a multipurpose room, a café and a gourmet restaurant. Parents can watch their children play from the café via round openings in the walls, which also link the different rooms. The white space can be easily navigated through the use of simple graphics and coloured handrails.

Design: Nuca Studio – nuca-studio.ro



Union Jacks (4-5)

The latest restaurant from celebrity chef Jamie Oliver, Union Jacks takes diners on a kitsch British nostalgia trip. There are wistful post-war references, including beralware-inspired plates and vintage-style signage. Objects collected by Jamie inspired and decorate the space – including knitted tea cosies – which also features graph paper-printed counter tables and school science-lab stools. The lower ground floor is an intimate space with booth tables, and retro TV screens are linked to cameras in the kitchen so diners can view the chefs at work.

Design: Blacksheep – blacksheep.uk.com

Models Own Bottle Shop (6)

The Models Own Bottle Shop is shaped like a giant nail polish bottle lying on its side, and will be placed in Westfield London, Shepherds Bush from April 2012. Models Own, famed for its

colourful cosmetics, will sell over 200 shades of nail polishes along with their full range of accessories.

Design: The Yard Creative – theyardcreative.com

News Bar (7)

Located in Sarajevo, News Bar is a place for rituals: morning coffees, daily meetings, afternoon relaxation and making plans for the evening. News can be consumed via electronic or printed media. The walls are decorated with words, the tables inlaid with newspaper pages and vintage cameras, spotlights and radios enliven the space. Users also have access to internet terminals.

Design: In/Out arh studio – inout-arh.ba