A1 Retail

An Eccentric British Vibe

Fashion brand Boden has opened a store at Westfield in White City, with an eclectic heritage-infused concept designed by Dalziel & Pow.

FutureBrand UXUS

FutureBrand UXUS inject new attitude into the DKNY store at Macy's in Herald Square in New York City.

FutureBrand UXUS have created a retail platform to make shoppers at Macy's Herald Square in New York fall in love with DKNY all over again. FutureBrand UXUS built a 'chaotic Broadway' environment in-store at Macy's to encourage shoppers to pause for a moment on the shop floor. Inspired by the iconic DKNY SoHo mural, the concept within Macy's Herald Square inspires customers to explore DKNY's latest collections.

There are three elements to the design of the DKNY project:

Bold and Dynamic – the contemporary space creates energy, making an exciting shopping experience with a strong brand presence.

Light - a light colour palette and illuminated fixtures creates a contrast in-store, allowing the shop to stand out from Macy's visual noise.

Modularity - just like the brand's renowned 'easy pieces' philosophy, the shop is designed to scale up or down with the consistency of a few key fixtures.

Design elements created for the shop include large-scale DKNY logos, perfect to capture moments on social media; the immersive brand experience is brought to life through integrated digital screens. The modular display units showcase clean, linear shapes and strong character mannequins throughout the shop add lifestyle-inspired context for products.

Clear zones were introduced throughout, including; DKNY women's shoe section with a defined customer journey illuminated by the shelving displays and digital screens; DKNY handbags and small goods section features mirror panels with the DKNY logo; a chrome structure to frame the digital screens and a DKNY logoed edge to identify the shop floor; and the DKNY Ready to Wear zone which includes a DKNY wall with New York inspired digital content, perfect for this iconic New York store. (N)

FutureBrand UXUS
+1 212 546 7977
www.futurebranduxus.com

Images courtesy of FutureBrand UXUS
Photography Brett Beyer.