

design:retail

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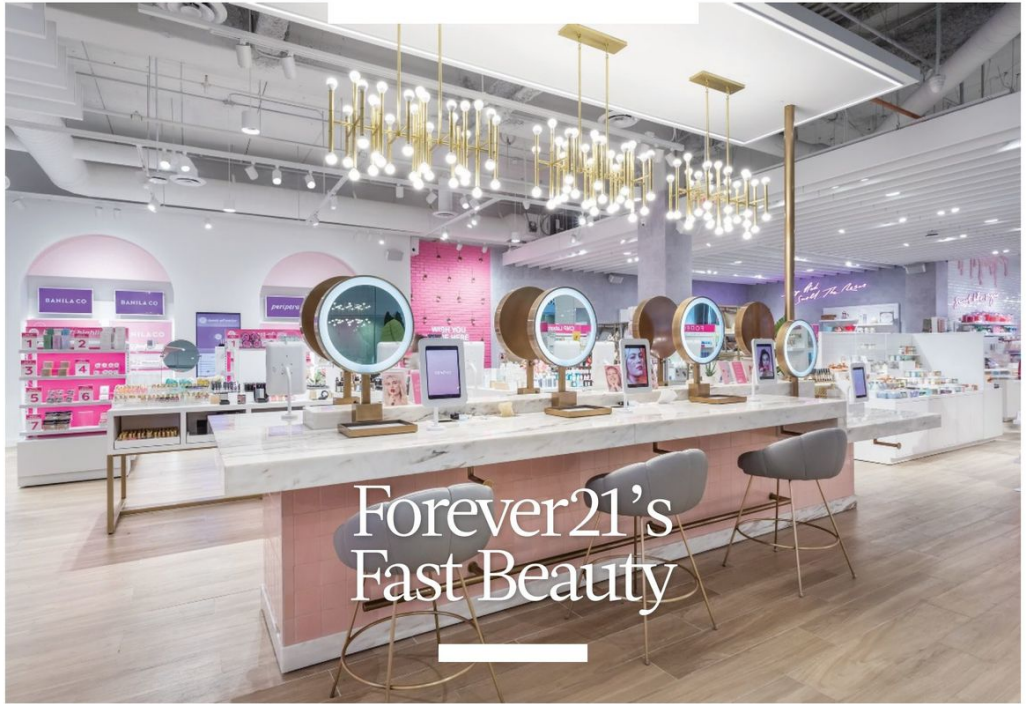
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Forever21's Fast Beauty

A WHOLLY INTERACTIVE, selfie-worthy experience that's a playground for beauty enthusiasts—this is the premise behind the new boutique concept Riley Rose from fast-fashion apparel retailer Forever 21.

"The aim was to create a beauty and lifestyle playground for the Millennial shopper," says George Gottl, CEO of FutureBrand UXUS, which designed the concept. "The brief clearly explained the necessity for a warm and contemporary store, a destination designed to entice beauty enthusiasts. We were keen to create a destination that encompassed all the needs of Millennials in one space; get advice from your favorite K-Beauty blogger whilst picking up a gift and browsing the latest mascaras all under one roof."

FutureBrand UXUS (with offices in New York and Amsterdam) developed the design around the concept of a "Millennial dream home." The warm and contemporary feel was achieved with a palette



of soft marbles, rose gold metals and pink tiles contrasted with gray concrete and perforated steel accents for an innovative edge.

The store layout is based on a zoning strategy that layers areas of exploration for customers to discover products through play. There are areas for "browsing," "chilling" and "trialing." Personalization, customization, shareable moments and

product trials—this store is a brick-and-mortar stage for social media. Customers can explore products and capture the perfect selfie in their own vanity lounge or make a bigger statement in front of the pink selfie wall.

"We tapped into the Millennial desire for an interactive retail experience and included features such as a large classic bathtub for bath-bomb testing and a pink, marbled kitchen island where the Riley Rose team can perform beauty tutorials," Gottl says.

FutureBrand UXUS further explored social media trends, such as the Instagram food obsession. A giant pink fridge was integrated as a place to keep facemasks fresh, and a food and beverage pop-cart allows Riley Rose to collaborate with creative food vendors to serve items such as fresh fruit popticles or unicorn cotton candy.

Launched in Los Angeles' Glendale Galleria shopping center and The Shops at La Cantera in San Antonio, Riley Rose continues to expand across the country.

—*Jenny S. Rebholz*