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SKIN DEEP
RILEY ROSE ENTERS THE BEAUTY MARKET

WINDOW SHOPPING : RILEY ROSE ; HOGAN : HACKETT ; VM & DISPLAY SHOW : WORLD RETAIL CONGRESS ; SIGN & DIGITAL : MANNEQUINS : IN & AROUND WEMBLEY PARK ; FOCUS ON SURFACES & FINISHES : Q&A WITH JAMIE TAYLOR, L'OCCITANE

RILEY ROSE

GLENDALE GALLERIA, LOS ANGELES

Design: FutureBrand UXUS
Opening date: November 2017
Store size: 599 sq m



Apparel retailer Forever 21 has launched a new beauty boutique called Riley Rose. Stores have opened in Glendale Galleria shopping centre in Los Angeles, The Shops at La Cantera, San Antonio and six more locations across the US. The brand worked alongside FutureBrand UXUS to create a playful retail experience across the stores, aimed at an explorative customer who wants to discover innovative products and experiences. Riley Rose is a one-stop shop where customers can discover, play and explore cutting-edge products and trends within a unique store experience, offering beauty essentials, interiors and accessories.

The brief for FutureBrand UXUS was to create a beauty and lifestyle destination for the millennial shopper. 'A one-stop-shop where you can find anything from a cute home gift for your friend to the latest mascara from your favourite K-Beauty blogger,' as Olivier Termijtelen, senior designer at FutureBrand UXUS, explains. 'We were briefed to create a warm, contemporary and lively atmosphere in the stores: a playground for beauty enthusiasts.'

The spaces are wholly interactive and

offer a contemporary take on beauty retail, with product trials, shareable moments, pop-ups and knowledgeable staff on hand. The playful design offers a warm, contemporary and lively feel to the stores. Bringing the social media experience to bricks and mortar, Riley Rose will also collaborate with social media influencers all year round as part of the store's creative initiatives.

A large part of the design concept is a zoning strategy, layered, exploration-based arrangement that enhances the Riley Rose playground offering, where customers can discover innovative products through play. The zoning transforms the vast spaces into digestible areas for browsing, chilling and trialing. The stores are a complete walk-through experience: starting from the enticing and playful facade, customers can then roam from a selfie pop-up station to chic beauty island, and onto a vanity area where they can discover the latest bath and fragrance products.

'We took a domestic approach to the interiors with a feminine touch. The bespoke colours and materials were chosen for the





'A PLAYGROUND FOR BEAUTY ENTHUSIASTS!'

store to fit the female millennial shopper, with soft marbles, rose gold metals and pink tiles,' says Termijtelen. 'The contrasting grey concrete and perforated steel accents add an innovative edge to the softer hues and materials.'

The main design features in the space are all referencing the 'millennial dream home', including a large standout pink tiled kitchen island with a pink marble top: a place where groups of friends can try new beauty looks and have beauty tutorials with the Riley Rose team. There's also a large pink fridge for refrigerated, fresh face masks, and a classic bathtub used to display and promote all the latest and greatest bathbombs. A candy wall features only the most unusual products seen on the coolest blogs and Pinterest boards.

'There are also more personal and intimate product trial stations inspired by vanity lounges, which are perfect for



a selfie moment,' says Termijtelen. 'The store includes a large pink selfie wall with soft pink bench seating. The selfie wall is a dedicated space that can be used for creative and promotional installations: changing this regularly keeps the store fresh and new.'



A pop-up food and beverage cart is specially designed to collaborate with new, creative food vendors like fresh fruit popsicles or unicorn cotton candy.

Forever 21 will expand the brand in the coming months, opening eight more stores this year. **RF**