

Pandora

commercial project RE-DESIGN



Technology of materials

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The report in front of you illustrates the redesign and the makeover for a Pandora retail store. The change was to improve the purpose, the movement of the clients inside the store and the customers' experience. The new concept made the store more comfortable for the eye and classier environment that shows the brand's identity.

The redesign enhanced the organization of the space by limiting the elements that were not needed and also providing clearer paths for the clients that made them walk easier through the store and also to spot more products.



Different materials were used to achieve that. Porcelain flooring, wood finishes, glasses, mirrors and stainless steel were used to achieve the aesthetics and the soul of the brand.

Introduction

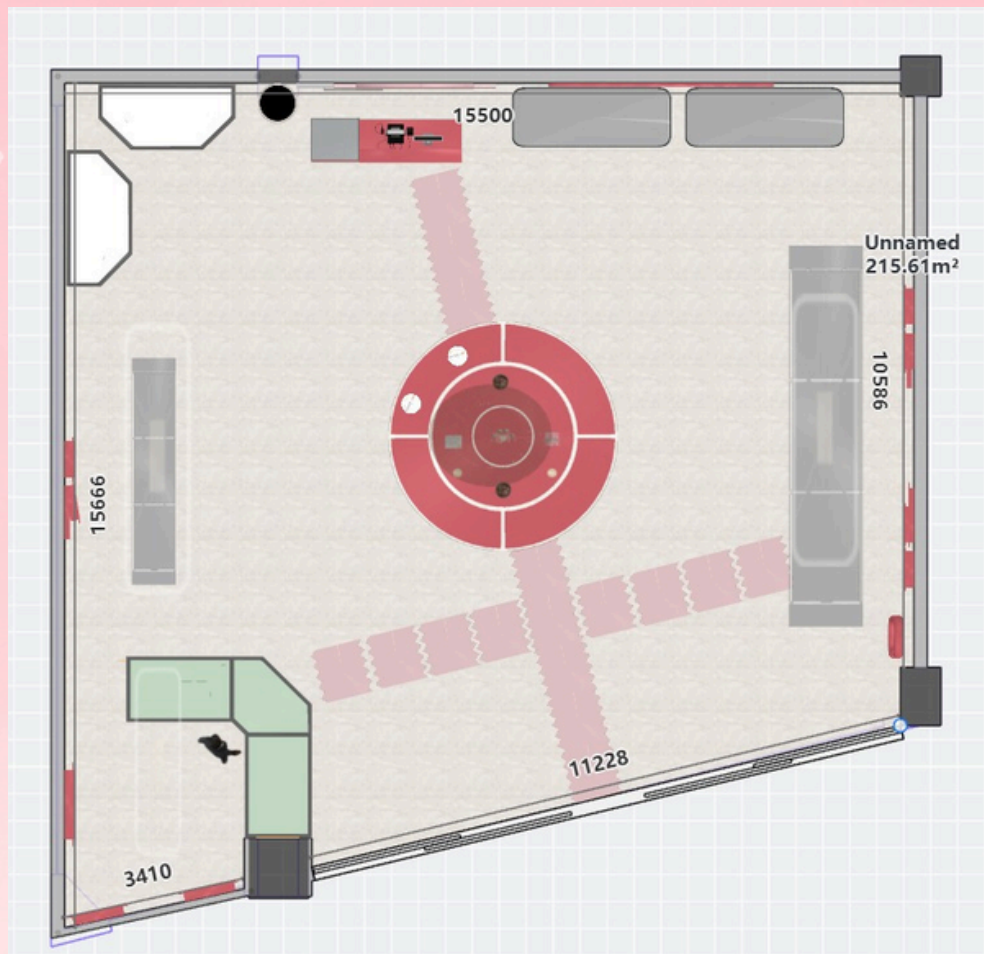
Walls Materials



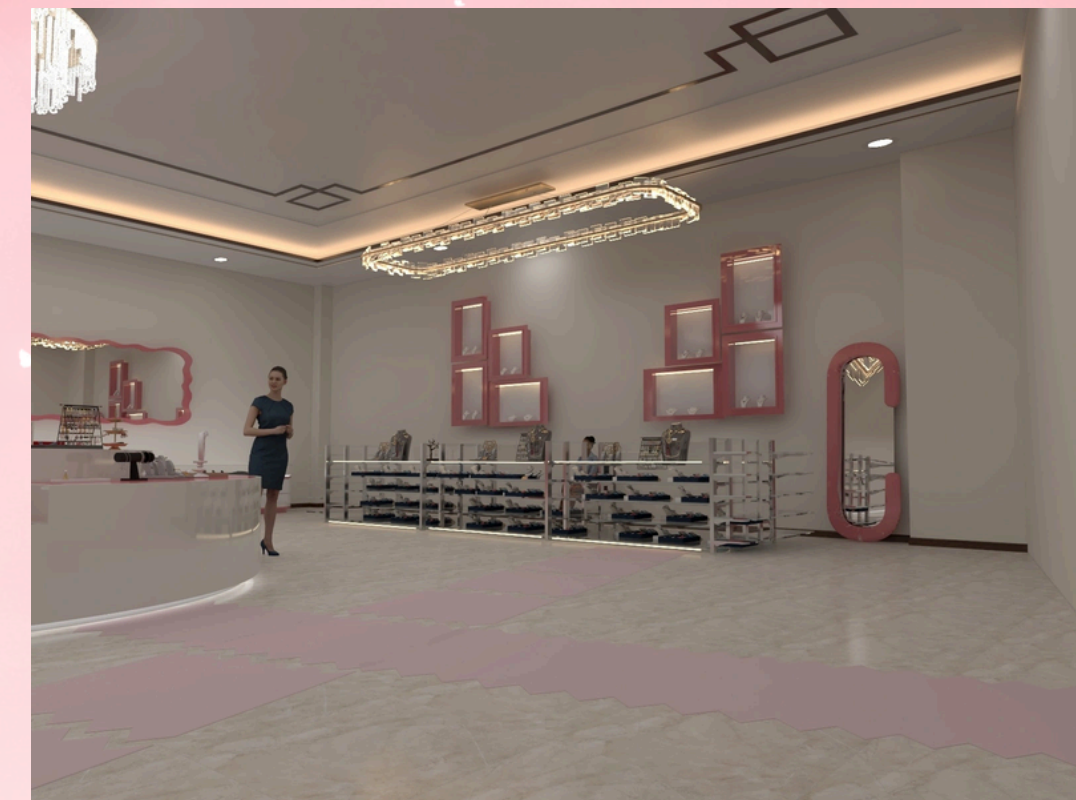
The pervious design of the walls in the store used timber panels. After doing our research we found that Oak wood, MDF wood and ripped wood would be better for the store and the brand soul. Those materials give more durability and also better finish suitable for a retail store as pandora. Moreover, the use of Vertical wood panels provides the feeling of more space and maintain a comfortable environment .in addition to that, the finishes are soft to limit the noise in the design, so it created a visual cozy space .



Flooring Material

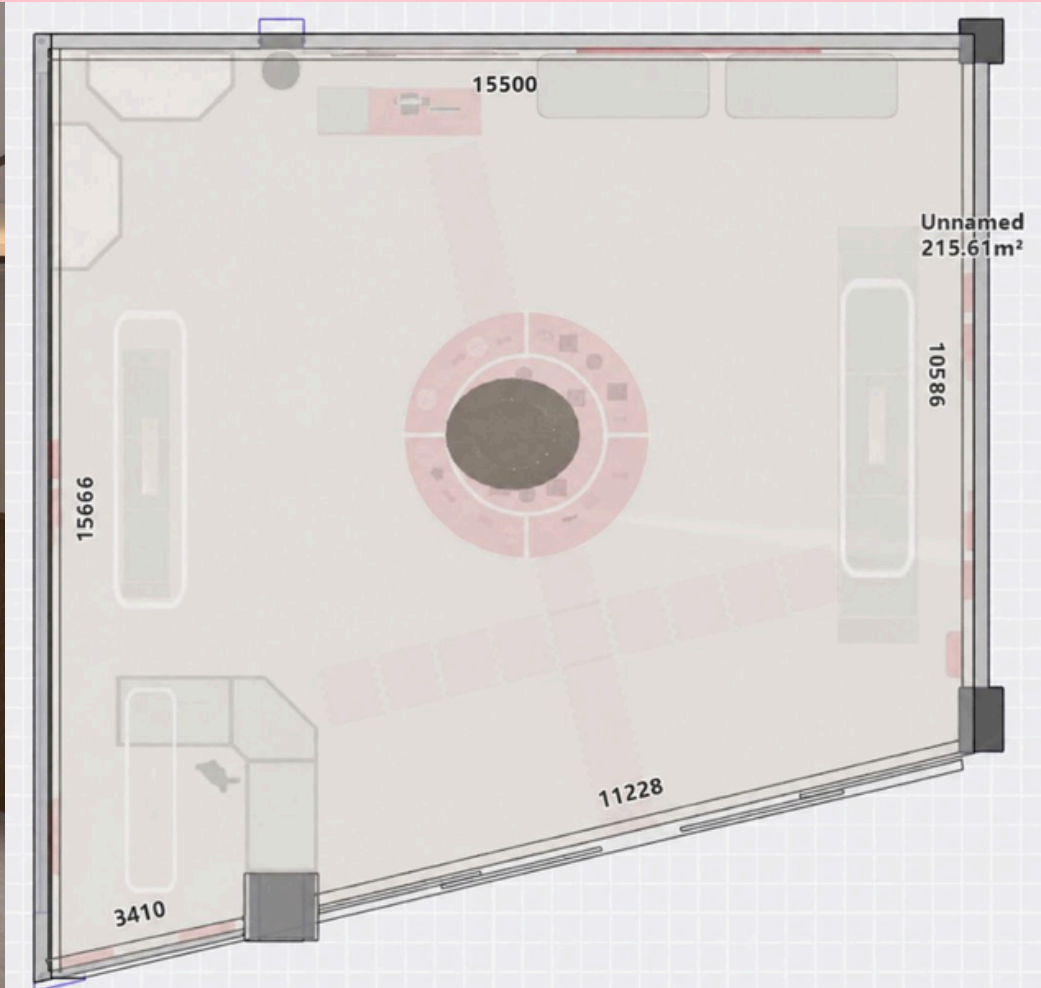


The flooring was remade by using matte porcelain tiles as it gives a luxurious look that is more suited with a pandora retail. It shows better finish and look compared with the previous generic flooring. There are also directional patterns used in the tiles to help the customers to find the main parts of the store while also improving the flow of the store .



Ceiling material

the pervious ceiling was plain and was having a hanging pendant and it was not suitable for something like pandora as it is a luxurios brand. so after the redesign it was replaced by a suspended reclaimed ceiling that has hidden led light and spot light. also i added a luxury chandelier in the middle of the ceiling as a focal point and there is another two chandeliers above the displays to keep the visual balance bu using these it addmore luxurios than the pervious ceiling



Lighting System



the false ceiling was designed with spotlights to ensure lighting across the store. a large chandelier was add in the center of the ceiling to give the luxuries vibe to pandora



there was also three pendant light above the displays to create visual balance within the space



Display units & Islands

the previous display units had a simple materials such a pure glass and mdf wood and also there was many islands infront of the entrance which made the circulation unorganized. so in the redesign i upgraded the displays to be more luxury and comfy in the same time as you see i added a wall panel behind the cashier also that gives more luxurios and at the same time cozy also the displays had modern curved counter and customized showcase that helps the customers to have a good journey while shopping



Old display units

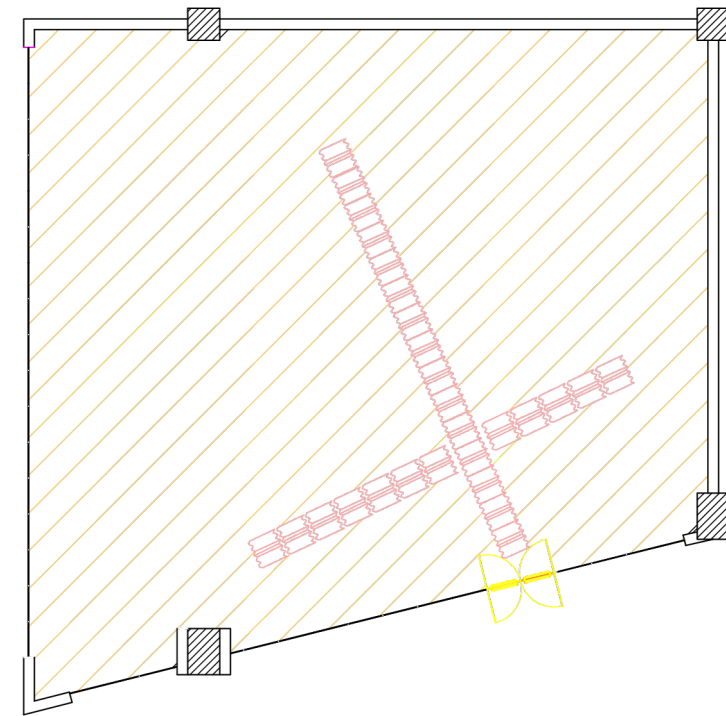
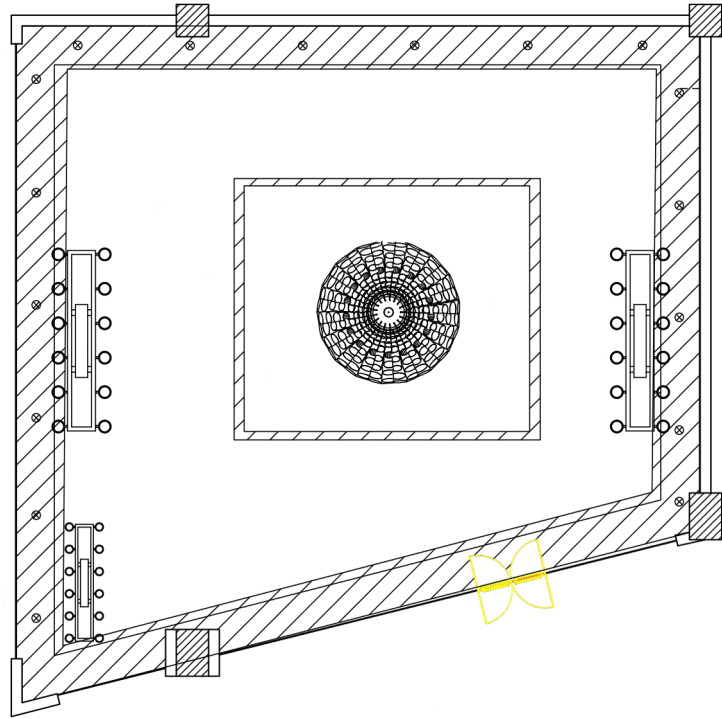


New display units

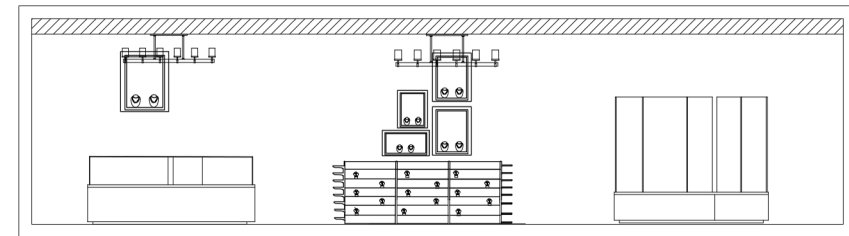
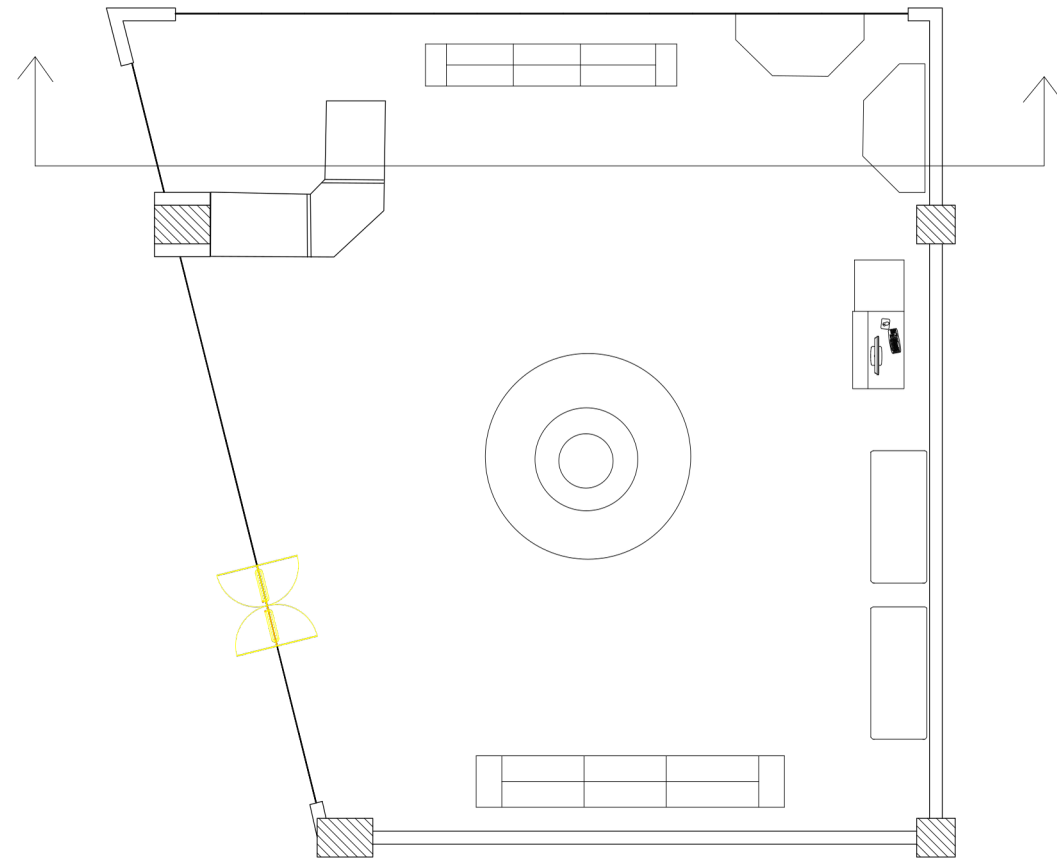
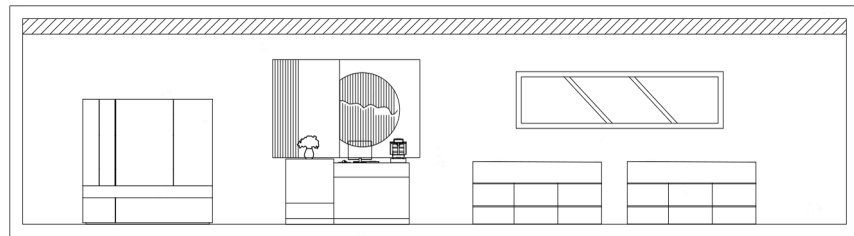
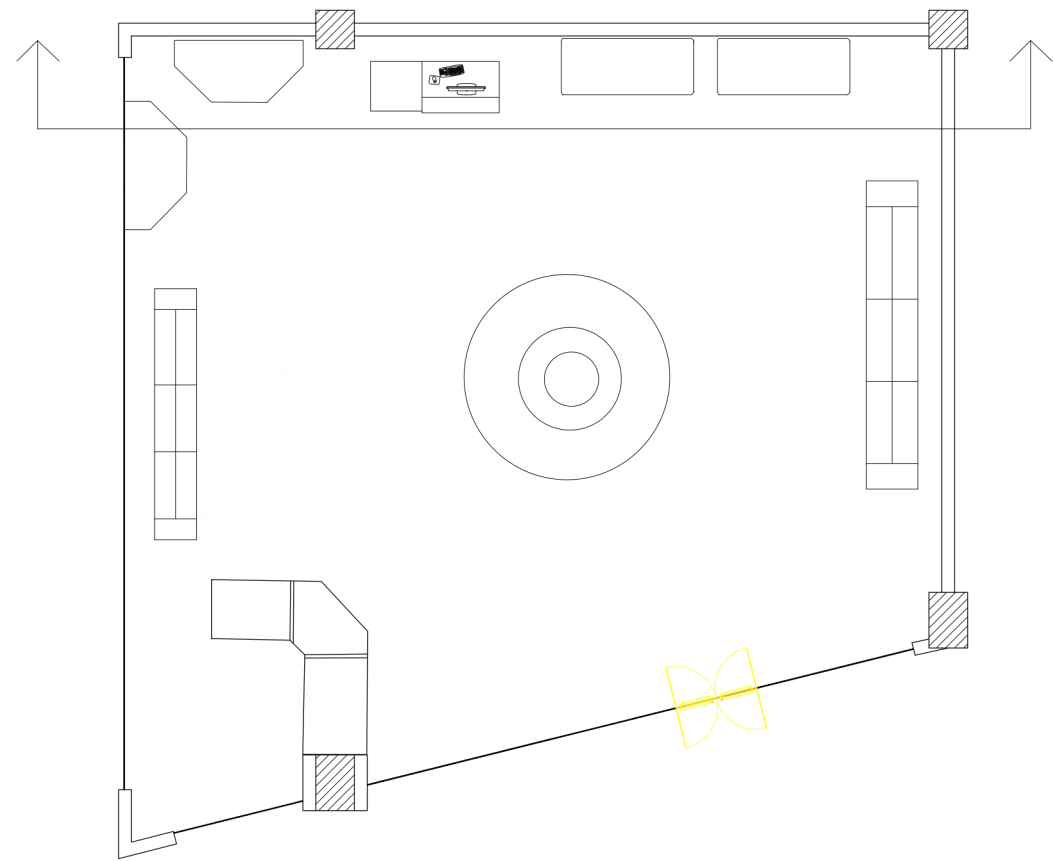
Floor & Ceiling



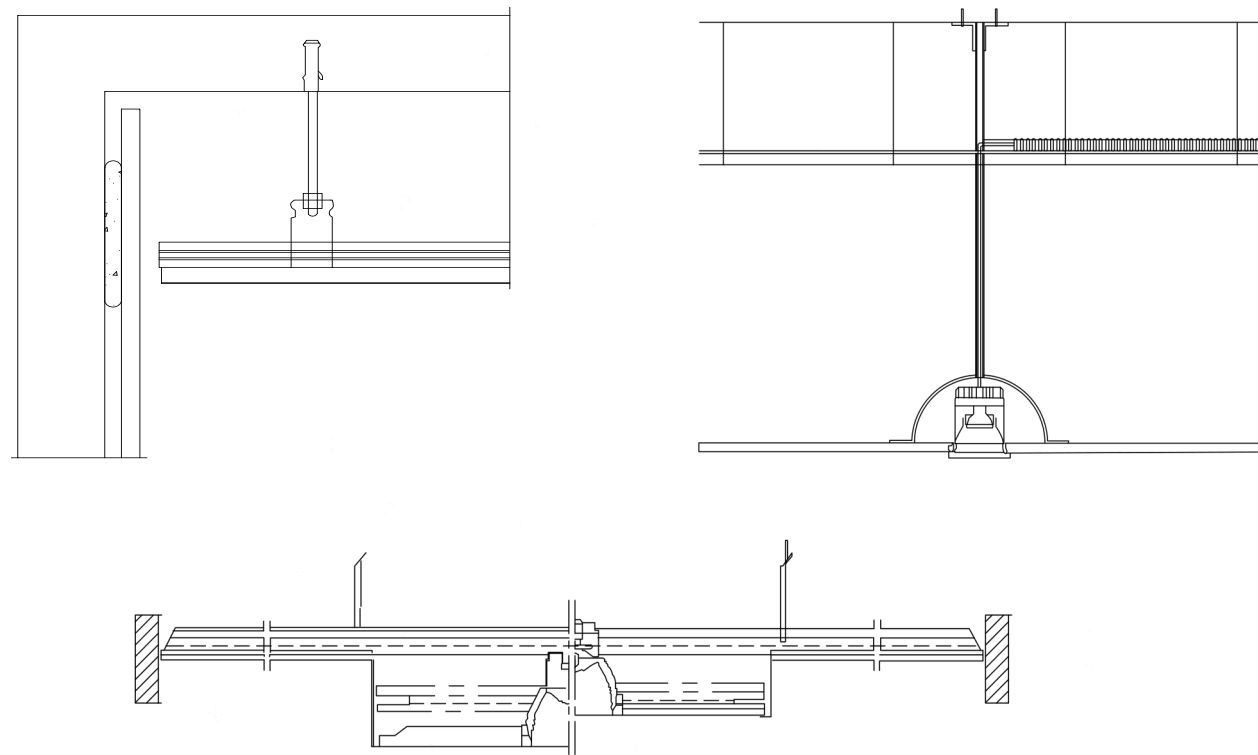
plan



Sections



🎀 *Technical Details* 🎀



this technical drawings shows how is the ceiling hanging and how is the spot light is hanged in the suspended ceiling. the ceiling is supported by a concealed suspension system fixed to the structural slab. while the hidden led lights provide a comfy and cozy vibes for the customers

Old 3d shots



Comparison

New 3d shots



Conclusion

in conclusion, the redesign of the store gave more luxurios and vitality to it as with the pervious design it was less vitality it gave the identity of the brand but it more designs. so the redesign had th luxurios and the cozy vibes also the new materials that was used in the new design helped in creatig luxury vibe. also the suspended ceiling added more luxurious look to the space compared to the plain ceiling . and for the wall panel it had mix of ribbed wood and glass which add more vitality to the wall behind the cashier and it become catchy area to look not only for paying. th new design enchances both the customer experince and the overall atmosphere of the space

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