



Hush Puppies Botany

Botany Town Centre, Auckland

Pavlova

White

The colour scheme for the new Hush Puppies store in the Botany Town Centre is a continuation of the Hush Puppies corporate branding, which has existed since the roll-out of the first Hush Puppies store in New Zealand in 2004. The colour scheme is based on a simple tonal earthy palette, with the walls being painted in Resene SpaceCote Low Sheen tinted to Resene Pavlova creating the backdrop on to which the display panels, feature units, and other displays are set. The floor and display plinth tiles and the carpet to the comfort area are in keeping with the earthy palette. Natural

cedar timber and a washed maple finish are used as feature materials for the joinery and other merchandising elements. Natural aluminium beads to edges creates a subtle contrast through the store. The ceiling is finished in Resene White and the wall base in a custom made white hue.

The Botany store was the first store in New Zealand to incorporate the Hush Puppies dog painted on the brick relief walls within the store. The dog was painted by an artist who came across from Melbourne having previously completed the art installations in Hush Puppies stores in Australia. At the

completion of the painting of the dog, the colours were bright and intense, until the artist distressed the paint's appearance with a grinder and sandpaper before finishing the artwork with a clear coat to achieve the final result where the dog looks as if it has been there for years.

The overall result is a store that celebrates the world-known Hush Puppies dog watching quietly over the Hush Puppies customers, while retaining the levels of comfort and intimacy that Hush Puppies customers expect.

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 Resene Half Cobblestone

