



Avokado Fit-Out

Newmarket

The brief for this 135 square metre store fit-out for Avokado; a lingerie and swimwear store for women was to provide a warm, welcoming and intimate environment customers would feel comfortable shopping in.

The soft neutral tones of Resene Bianca and Resene Half Drought were employed to the walls of the main retail area. These colours complement the retail display finishes and create warmth in the area, while being soft enough to allow the product to take centre stage within the space.

The Resene Mondo palette is a great family of darker tones, possessing a wonderful warmth without appearing overly brown. Having a high ceiling, Resene Quarter Mondo was applied to the existing concrete ceiling to lower the visual

impression of the ceiling height, creating a more intimate retail environment, and to recede this element of the ceiling into the background; drawing the attention of the eye to the lighter and brighter central suspended ceilings. These ceilings utilise wallpaper and custom made pendant lighting to add aesthetic appeal with a touch of femininity to the space.

The use of Resene Mondo is continued on the flooring, where contrasting Resene Half Mondo and Resene Half Drought stripes are painted onto the existing concrete floor. The striped flooring corresponds with the ceiling features above and is a focal point of the design; leading the customer into the store, drawing them down towards the change rooms.

The upholstered bulkhead was designed

as a unique feature to divide the length of the store into more intimate retailing zones, as well as delineate the location of the sales counter. The use of fabric panelling aids in softening the environment.

Providing a great change room experience was essential, as a large component of the sales process is conducted within this space. Soft atmospheric lighting alongside a selection of rich colours, wallpapers, fabrics and furnishings create a diverse and intimate change room experience in an environment where harsh finishes and bright lights would not be forgiving on exposed bodies. Here, no change room is identical, with each wallpaper and paint colour chosen to complement the company colour and for their rich saturation of colour.

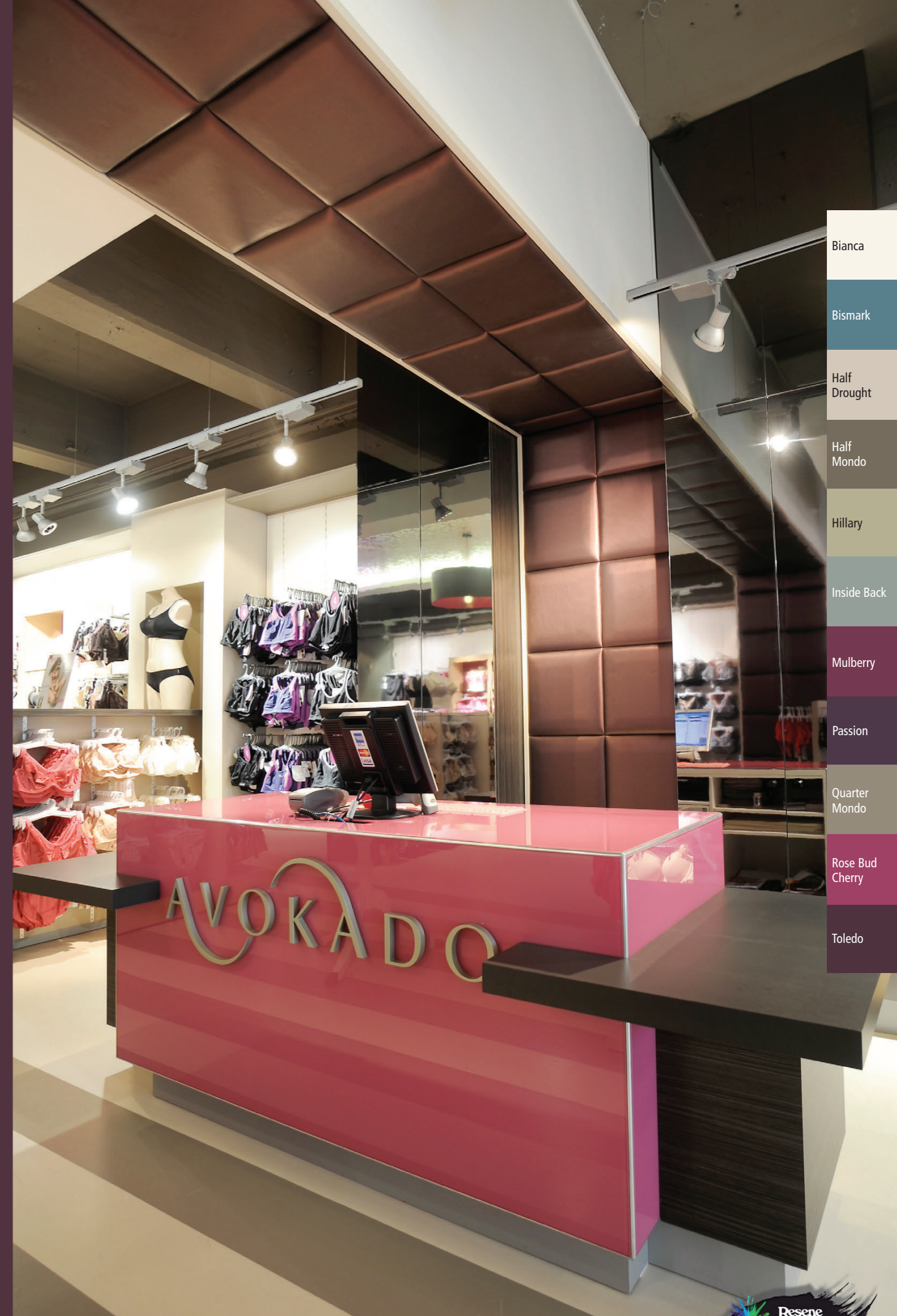




Resene Toledo



Architectural Specifier and Colour Selection: Christy Ormand, Spaceworks www.spaceworks.co.nz
 Photographer: Grant Southam, Campbell Photography
 Colours Used: Resene Bianca, Resene Bismark, Resene Half Drought, Resene Half Mondo, Resene Hillary, Resene Inside Back, Resene Mulberry, Resene Passion, Resene Quarter Mondo, Resene Rose Bud Cherry, Resene Toledo
 Products Used: Resene Uracryl 402, Resene Zylone Sheen



- Bianca
- Bismark
- Half Drought
- Half Mondo
- Hillary
- Inside Back
- Mulberry
- Passion
- Quarter Mondo
- Rose Bud Cherry
- Toledo