



The cosmetics hall at DeGruchy had a long standing and loyal customer base. Designing to retain them while attracting new customers the remodelled hall became a modern airy space.

A new curved, vaulted ceiling created volume which complimented the organisation created through the flexible perimeter wall and counter top displays.

The bespoke modular, illuminated pull out shelves, of the central display units encouraged product range comparison which was vital to broaden the customer base.



(Working alongside the Formation CC on graphics and identity)