

# de Gruchy

## DEPARTMENT STORE

### Isle of Jersey

The Merchant Retail Group  
(owners of Perfume Shop)



## In Brief

Revitalise space and sales  
Retain existing, aging customer base  
Draw in new, younger customer base  
Draw in prestige brands



Early hand drawn

**Visual 'Perfume & Beauty Hall'**

Using a limited palette of neutral and pastel colours and finishes, was important to both visually tie the space together, but to also create a recessive back drop for the extensive range of packaging and display equipment each brand used.

By controlling the graphic opportunities within each space with a universal light-box size and location, a cohesive and consistent appearance was created whilst still providing numerous graphic opportunities for each brand.  
(See photos C,D,E)

Upholstery

Pink Frosted Vinyl to  
make over tables

Terrazzo floor tiles

Formica-7932



Drawer handle

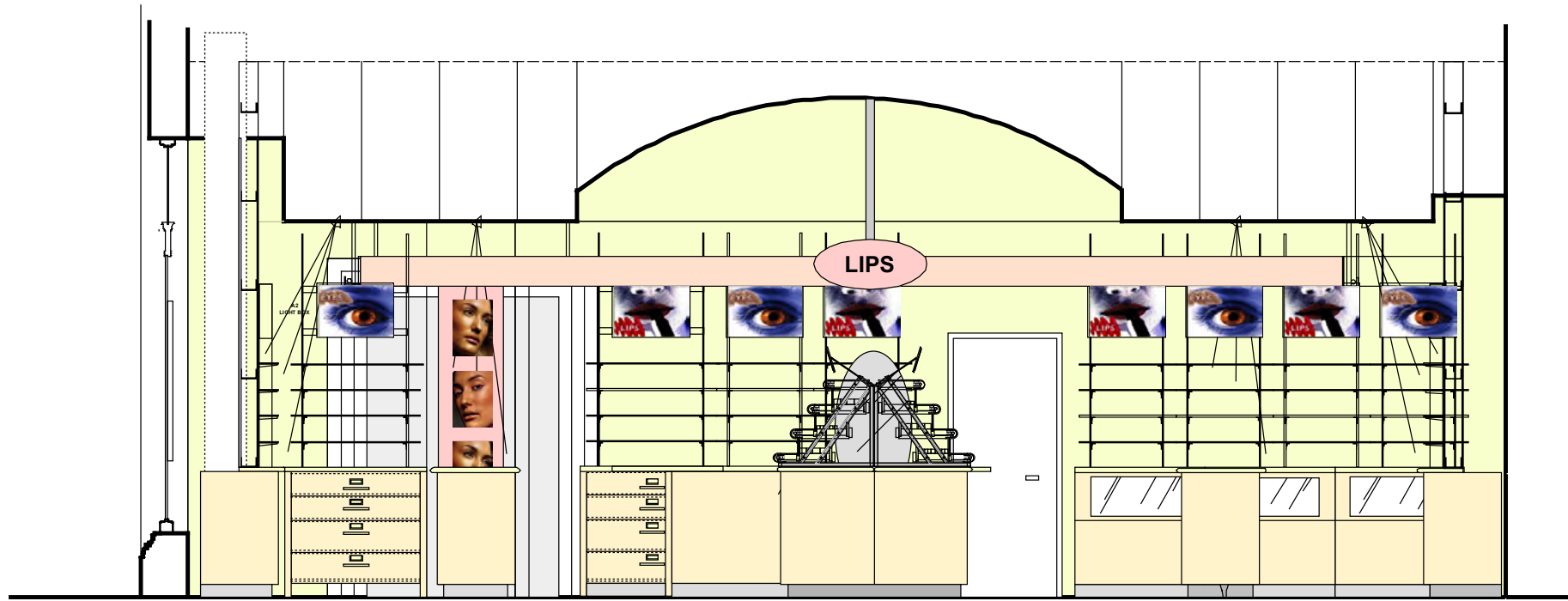
Paint - Barley White



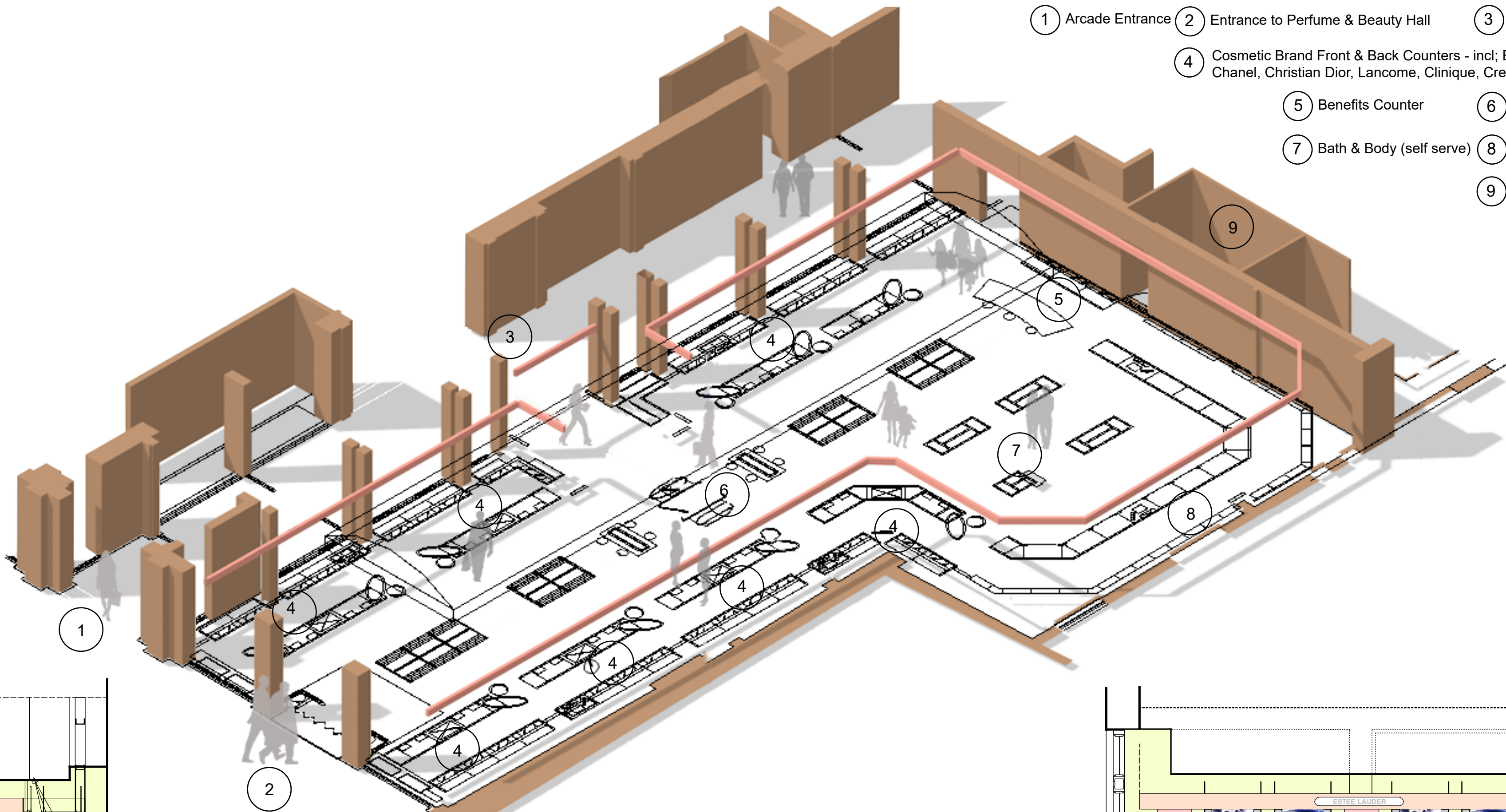


# Interior development

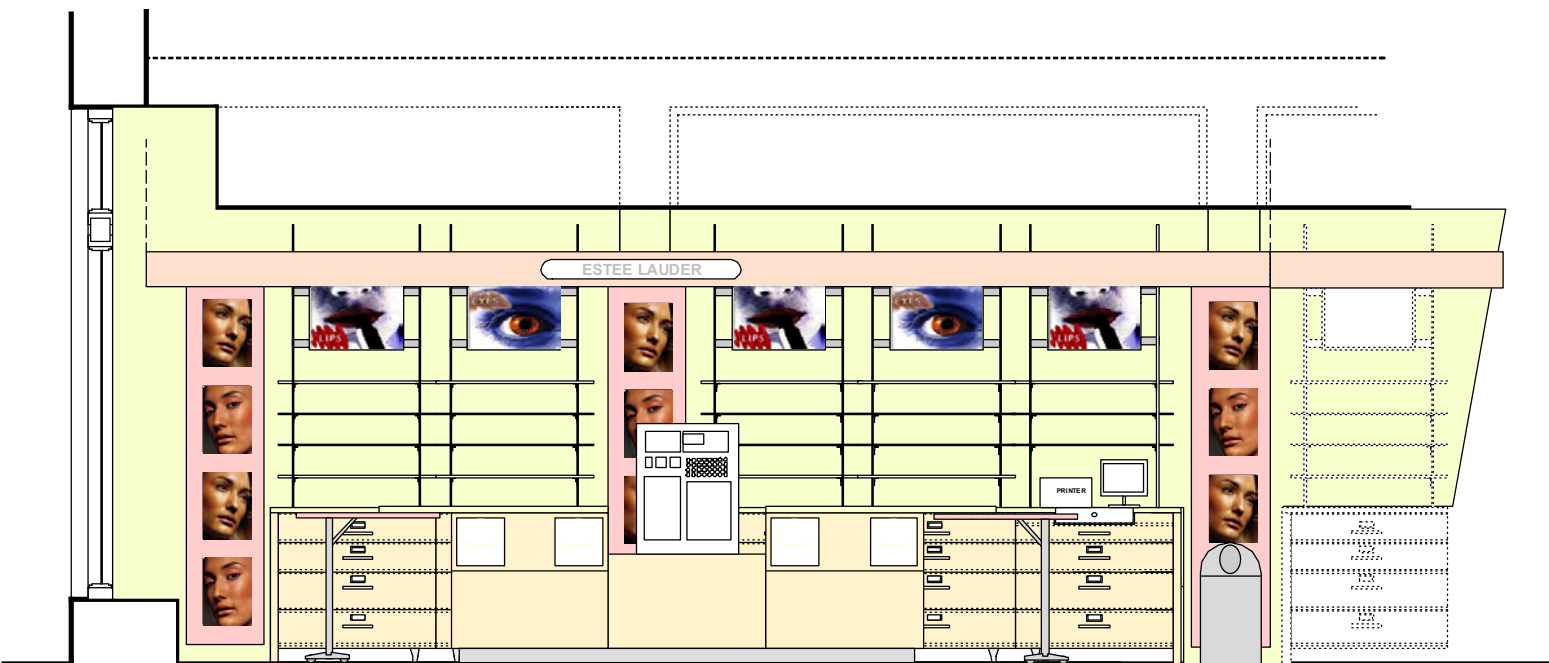
The existing claustrophobic impression was removed by creating volume. Raising the ceiling and introducing a barrel vault, also created grandeur. With window backs and partitions from the main and arcade entrances removed, views in and out greatly improved first impressions and visibility throughout the hall. Introducing natural daylight and a new lighting layout, improved overall brightness and ease of customer navigation. Light neutral finishes to walls, floors and bespoke counters, provided further uplift, whilst creating wider walkways, allowed staff to consult with ‘at counter’ customers while others passed by unrestricted. Feature ‘make over’ table provided for personal consultations, pivoted from the counter ends (See photos B,C) enabling rapid stow away when busy.



**Section A**  
Showing ceiling barrel vault



- ① Arcade Entrance
- ② Entrance to Perfume & Beauty Hall
- ③ Arcade running through store
- ④ Cosmetic Brand Front & Back Counters - incl; Estee Lauder, Clarins, Chanel, Christian Dior, Lancome, Clinique, Creme De La Mare
- ⑤ Benefits Counter
- ⑥ Cosmetics Project (self serve)
- ⑦ Bath & Body (self serve)
- ⑧ Fragrance Counters
- ⑨ Treatment Room



**Section B (part)**  
Showing new cosmetic brand counters ④ with light box towers and illuminated perimeter light-box carrying brand names.



# Interior development



Photo - B

Consultation table in clear glass with sparkle vinyl to underside, supported on brushed stainless steel frame. Table has pivot mechanism allowing it to be stowed away when not in use



Photo - C

Standardised front and back counter units with adjustable shelving, light boxes and back illuminated perimeter title header



Photo - D

The removal of the window backs provided views into the hall from the pavement, framing views of the barrel vaulted ceiling running the length of the room



Photo - E

Natural day light in the hall contributed to the sense of well being for staff and customers alike. Each brand were able to position their POS units both prominently and accessibly to the customers allowing staff to promote and sell with ease