

B®ANDLife

# Concept Stores & Pop-ups

Integrated brand systems in graphics and space

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in the digital realm alone,  
boundaries by weaving stories  
within compelling physical  
with their customers,  
truly distinguish them from  
and engage.

In recognising the true power of design, the purveyors of stories  
and lifestyles featured in this book demonstrate how distinct  
graphic identities and interiors of concept stores, pop-ups and retail  
encounters can effectively translate a brand's philosophies and  
purpose into tangible and meaningful experiences that leave a lasting  
impact on customers and markets across the world.



# MVRDV

Winy Maas, Jacob van Rijs & Nathalie de Vries, Founders

The world of interiors has changed dramatically over the past decades, as defined by economies, cultural evolutions, and reactions against the status quo. Distinctly individualised façades have brought on new approaches to design and detail, resulting in the delivery of memorable customer experiences; and while they affect behaviours significantly by isolating or concentrating users, activating emotions, as well as steering and guiding responses to different spaces, the focus on these experiences has been lost in the recent 'battle of the façades'.

This is where MVRDV strives to make a difference. Our studio pursues a fascination for radical, research-driven spatial design that influences everyday lives. Each design responds to context, leading to exciting design outcomes, and we extend this philosophy to our interior and façade projects as a globally recognised architectural firm through collaborations worldwide.

Using our project in this book as an example, Groos is a concept store in Rotterdam popular for promoting contemporary happenings in the world of design, art, food, and culture from local makers. This one-of-a-kind space moved into its new premises with the purpose of showcasing high-end design, art, and collaborations between a diverse range of creatives while remaining true to its original concept of promoting local talent to a wider audience.

Our design proposal restored the space, located in the historic Het Industriegebouw building complex, to its original form and made it compact by creating a custom-built cabinet of Rotterdam products. By doing so, we allowed for the maximisation of the floor area for a rotation of events and gallery programmes. The store also features a distinct bright pink wall that displays original artwork, and a central custom-made mint-green candy counter designed by rising talent, Sabine Marcelis. By creating a refreshing open space primed for creativity, the Groos team now have a full overview of what is happening in the store – ultimately stimulating the interaction between people and place to create strong customer journeys, experiences, and connections.

Although we enjoy creating exceptional spaces that are cohesive in their designs, whether they are conceptual, playful, or striking, we always ensure that they are relevant and personal. After all, at the end of the day, we need to offer new ways to inspire, challenge, and revive current and future issues through architecture in general – without forgetting whom we are actually doing it all for.



“Distinctly individualised facades have brought on new approaches to design and detail, resulting in the delivery of memorable customer experiences.”





**“When branding, interior design,  
and communications are done  
correctly, the store will attract the  
right amount of attention and still  
get people in.”**



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# Snask

Fredrik Öst, Founder & Creative Director

When it comes to concept stores and pop-ups, it is a double-edged sword. Some can be incredibly annoying in their pursuit to grab your attention when you walk past. Most people turn their heads and either do not understand the fuss, or get it and simply walk on. More often than not, the problem lies in the fact that the brand either is not clear about what the pop-up is all about and what the customer can expect, or screams too loud in its eagerness to get people in. When branding, interior design, and communications are done correctly, the store will attract the right amount of attention and still get people in.

Of course, this has to do with what kind of brand it is and who the target audience is, but times they are a-changing and we believe that stores as we know them today will soon be obsolete. Concept stores and pop-ups will dominate the market with their ability to be agile, modern, and movable. The shopping experience will be about visiting these smaller stores for an experience: to check for sizes and see the

items in real life before putting your order digitally in-store, on your phone or at home. There will no longer be a big stockroom behind the store or loads of employees.

The energy and ambition going into the look and feel of these stores will be much higher than today and some might even be purely focused on brand building. This means that some stores might only have the brand logo on display as they host a party or mingle session in-store, and then offer digital goodie bags for visitors to order their products later.

At the end of the day, we would like to say that we have no clue what the future holds except this: we have been sent good weather. Praise be.



# Contents

There is more to a concept store or pop-up than the products on display. Although they may not share the same lifespans or technical definitions, both spaces serve to form, nurture, and strengthen bonds in ways that cannot be done solely online. With shoppers becoming increasingly spoilt for choice, the onus is on discerning brands to create authentic and delightful retail experiences in real life that appeal to their target audiences and move with the times. Even as concept stores generally revolve around a themed curation of goods while pop-ups tend to be more focused and exist for a limited period only, cleverly-designed graphic identities, interiors, and architecture can pull aesthetics and intentions together to create robust brand-customer eco-systems that are built upon philosophy, style, and possibilities.

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<b>AR</b>	Architecture
<b>CD</b>	Creative direction
<b>CL</b>	Client
<b>ID</b>	Graphic identity
<b>IN</b>	Interior design
<b>LT</b>	Lighting
<b>MM</b>	Multimedia design
<b>PH</b>	Photography
<b>SC</b>	Special credits
<b>SD</b>	Surface design



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## Foreword

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# Kindo

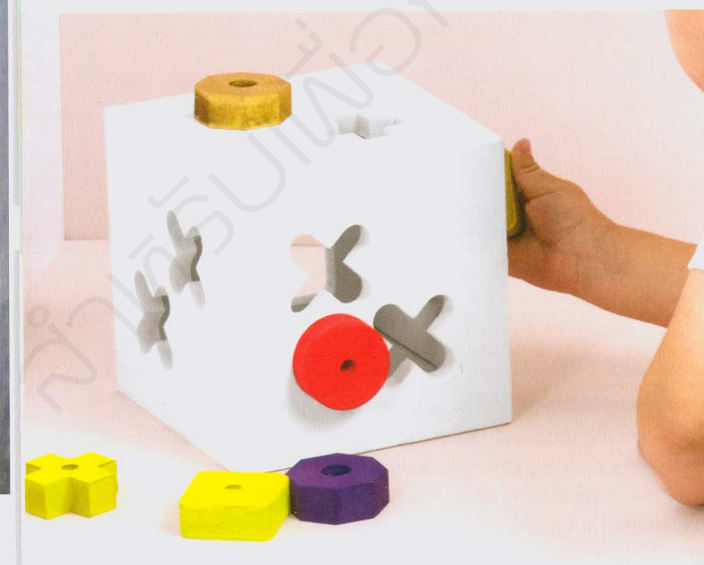
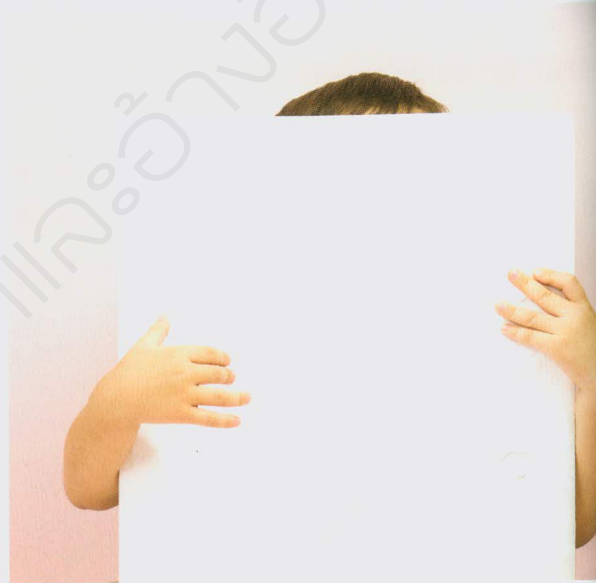




To make a children's apparel boutique just as delightful for adults, Anagrama paired pastel colours and playful elements with minimalist chic interior design. Inside the Kindo store, large colourful rods run across the space with various shaped 'beads'

randomly attached to mimic a bead maze, the classic children's toy. While the rods and 'beads' also serve as display racks and stands, the clothing tags, packaging, and other brand collateral carry the maze theme further— all expanded from the key graphic elements in the brand's visual identity. The latter's simple yet creative concept perfectly embodies the original and trendsetting products that Kindo has to offer.













flùr



## Flùr Identity





Inspired by the modern and textural works of florist Chloë Fraser, Tung developed a simple and elegant visual identity for her boutique flower shop. From its delicate and dignified logotype to the airy and bright interior, the overall design complements and

highlights the shop's lush floral arrangements, charming potted plants, and chic ceramics on display. The branding is further defined by clean typography and an abstract petal pattern that is both distinctive and adaptable to various letterpress-printed, quality brand collateral.



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