

# MILANGE DEPARTMENT STORE



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## Project

Concept and design of 7-floor department store in Moscow

## Scope

Entrance Facade, Florist, Cosmetics, Menswear, Ladieswear, childrens and youth fashion, bookstore, music distribution, 5 cafe's and 1 restaurant

## Value

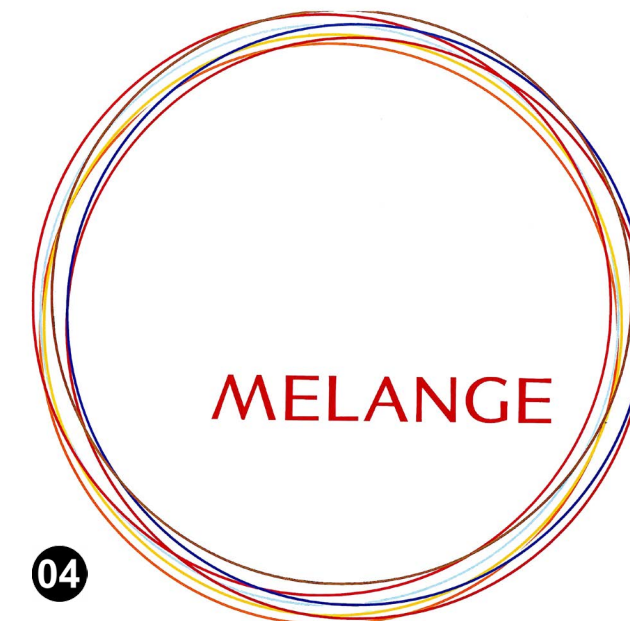
£ 1,5 Million

Recent Studies in Russia revealed the emergence of a fast growing young Middle-class market eager for the latest in fashion and consumer brands.

Despite fluctuations in the economy, a stable infrastructure and foreign investment have allowed the Client to identify a gap in the market that was until then unfulfilled.

Having secured a prominent city-centre site and having developed a 7-storey architectural scheme, an analysis of the use of brand concessions in the department store was required. A series of layout and planning drawings were produced to explore the feasibility of merchandising for a retail operation of approximately 22 000 square meters.

- 01 Central Escalator well and glass canopy
- 02 Ground Floor Cosmetic Department
- 03 Fifth Floor Bookstore
- 04 Milange brand represented by interlocking circles reflecting the different service departments



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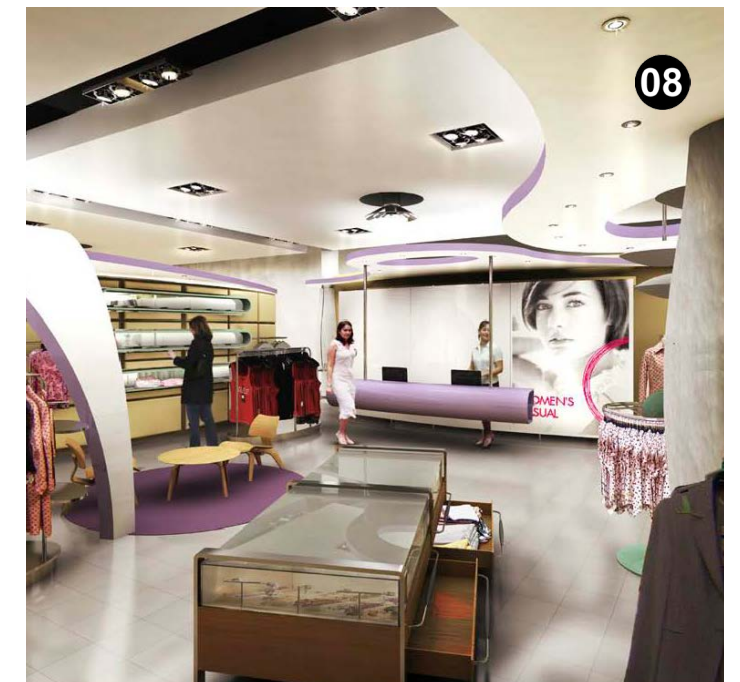
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**R** RETAIL ENVIRONMENT  
Department store design and branding

- 05 Ground floor Florist shop beyond entrance
- 06 Top floor restaurant and Dining area
- 07 Childrens and babyware department
- 08 Ladies Fashion



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Of particular importance was the need for detailed space allocation of both horizontal and vertical circulation for customers as well as for back-of-house staff and merchandise. As well as a new interior layout, a detailed lighting and signage scheme was developed to differentiate between level and suite-specific locations.

Finally, a series of three dimensional models were produced to indicate proposed colours and materials to distinguish between the departments.

The use of colour was envisioned to be the primary means of customer access, directed through the double escalators between the levels. A escalator well would run between all the levels and by directing the traffic flow in this way customers would be introduced to other departments which may not have been their ultimate destination.

By using the escalator well space, large-scale banners could be used, working in concert with the static graphic images, signage and proposed exterior -clad LED projections.

Through the design of the project we proposed that each level be a unique concept store, each with its own corresponding material, texture and accent colour arrangement. In addition each level had its own food and beverage offer, with a unique design for each.

A approved sketch scheme, layout drawings, colour and material boards were produced by me working with a senior retail strategist. These were all Client-approved prior to CAD-modelling and rendering.