

Strandbags, Adelaide

METIER3 was approached by Strandbags to create a new retail/shop fit out design.

The new design created a stronger delineation between product lines; more approachable display units; reduced clutter; tied the company's graphic presentation to the store; and rebranded the retail offering.

The design response created a lighter, more ordered space and a more contemporary retail experience. Individual store performance improved significantly following the upgrade to the new standard.

Location

Adelaide, SA

Client

Strandbags

