



FIELL

by DASTRO RETAILCONCEPTS



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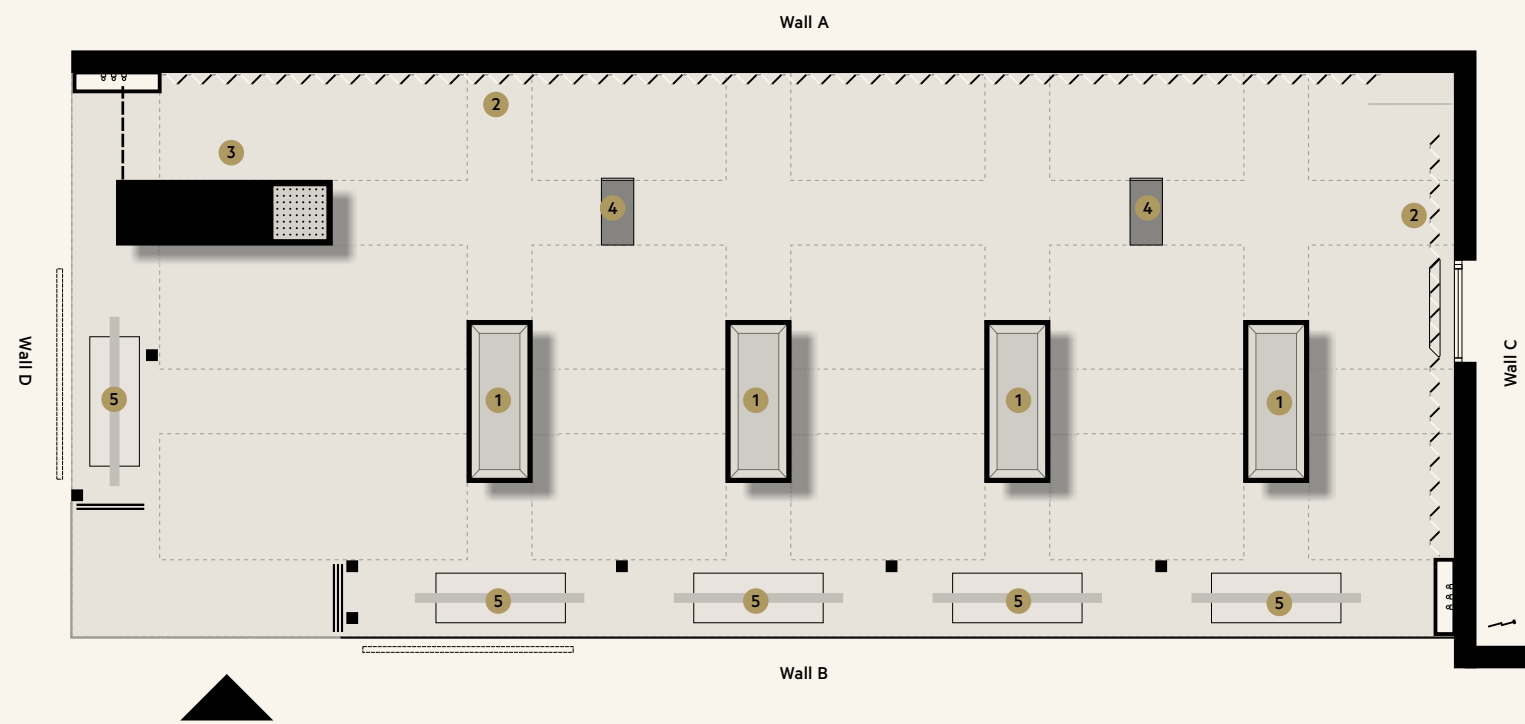
WHERE Apeldoorn, the Netherlands **WHEN** November 2009
CLIENT Fiell **DESIGNER** Dastro Retailconcepts (p. 000)
TOTAL FLOOR AREA 70 m² **SHOP CONSTRUCTOR** Ideko Interiors
PHOTOGRAPHER Wim van Gelderen

Fiell, the jewellery brand of wholesaler Kennai, opened its first store in the Dutch city of Apeldoorn in order to cater to the consumer directly. Dastro was briefed to design the interior. Targeting fashion-oriented young men and women, some keywords from the brief were: black, white, glossy and innovative. The corner shop has a lot of window space which the designers decided to take advantage of. Black smoked glass panels line the shop windows giving passers-by a glimpse of the collection. Also, the black and white presentation walls inside the shop are visible from the outside. As the walls consist of panels placed in a 45-degree angle, the logo printed on them seems to move as the viewer walks by, looking at it from different angles. Magnetic hooks can be placed anywhere on the walls to display the major part of the

collection. The remaining pieces are presented in four glass display cases, mounted on top of a chrome base with serrated edges that also contains a set of drawers. The linear design of the display cases also appears in the pattern of the carpet. All features in the interior have the same black and white chrome or gloss finish. The only splash of colour in the shop comes from two illuminated columns with continuously changing imagery. This retail concept is planned to be rolled out in more shop locations within the Netherlands.

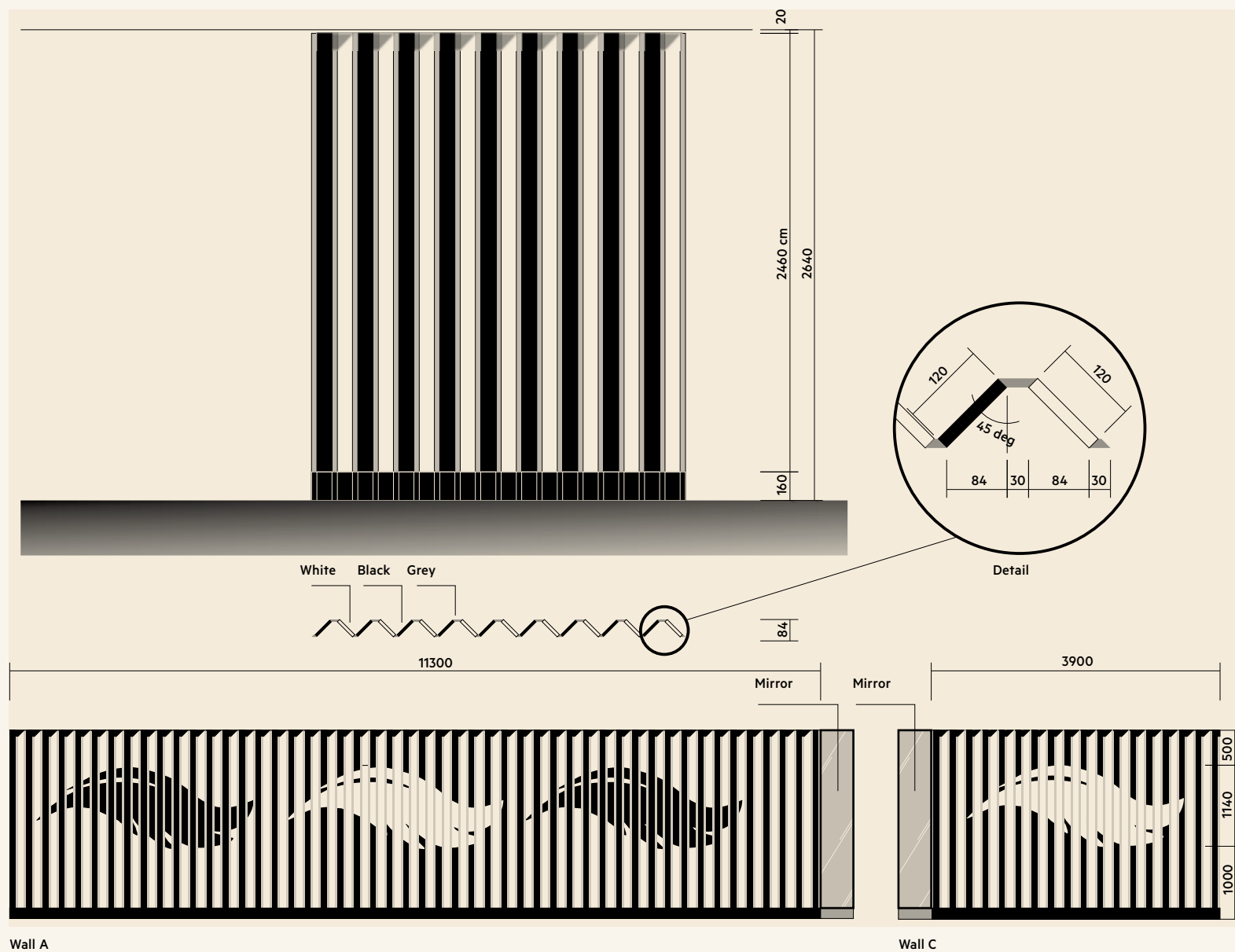
- 1 Black smoked glass panels line the shop windows.
- 2 The client's logo – a feather – is printed on the wall and seems to move as the viewer walks by.

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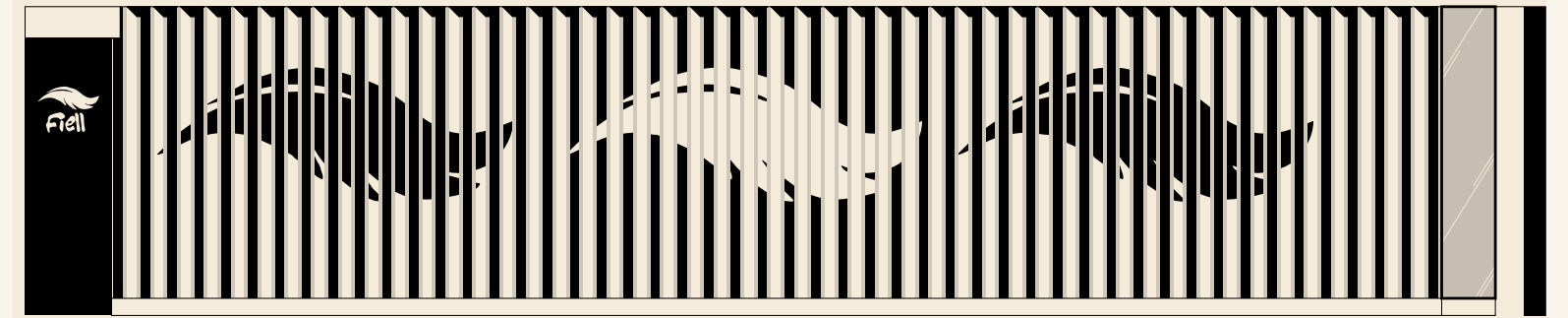


- 1 Display cabinets
- 2 Wall presentation
- 3 Cash desk
- 4 Columns with graphics
- 5 Displays

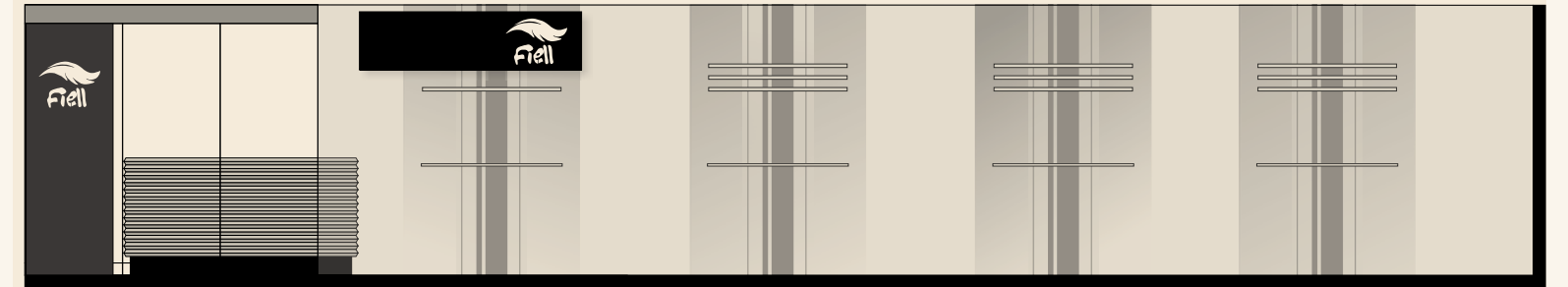
ANGULAR WALL DRAWING



FIELD



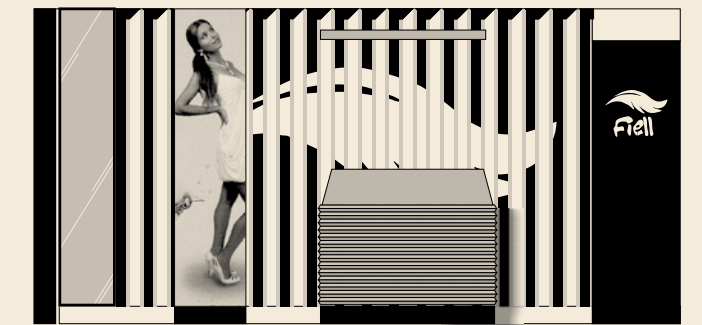
Wall A



Wall B



Wall D



Wall C



As the viewer walks by,
the logo on the wall
seems to move