

◆ THE LOHAS

◆ THE FAIR LADY

◆ THE GENTLEMAN

EXPERIENCE FASHION STORES



Durasafe Retail Store

INTERIOR DESIGN / Ministry of Design

CLIENT / Durasafe Pte. Ltd

PHOTO / Ministry of Design

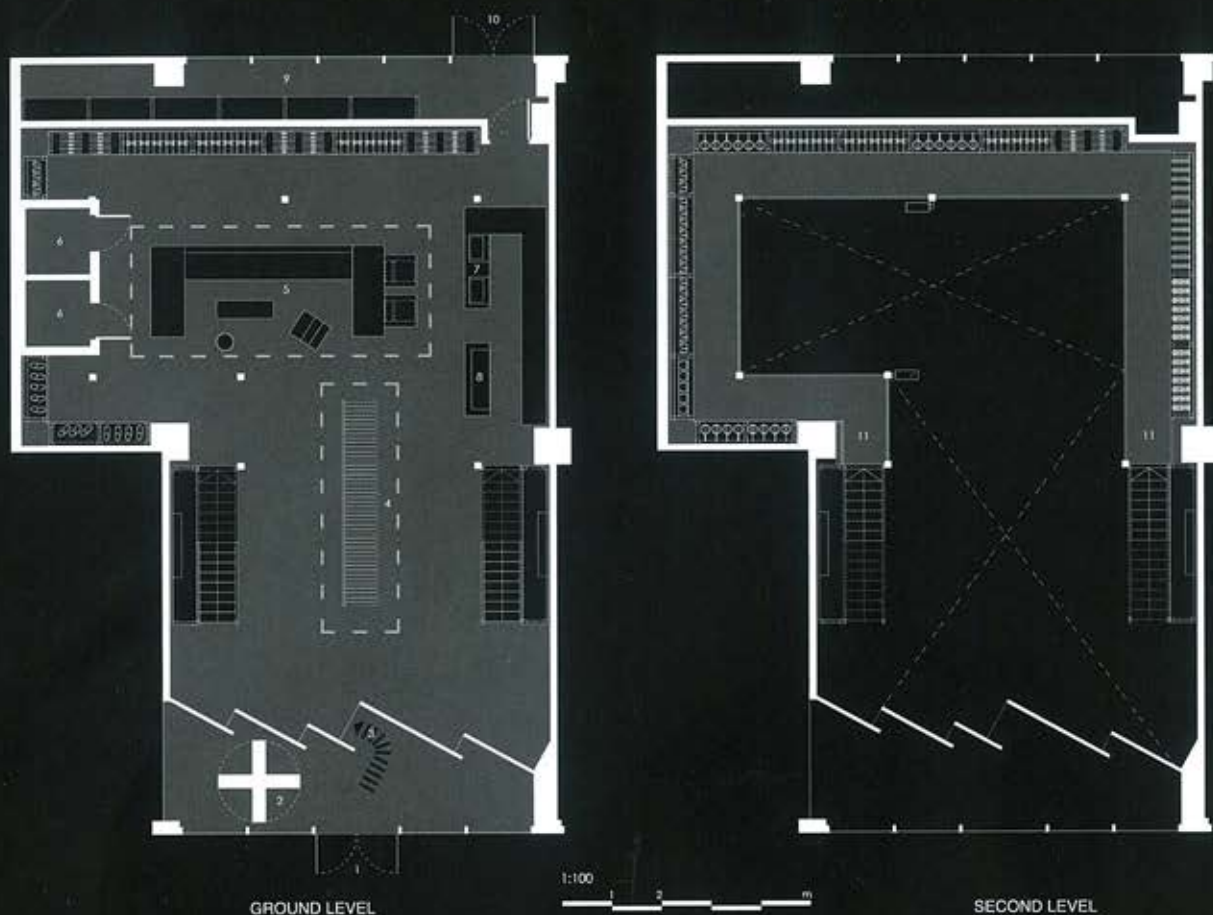


The promise of a dramatic shopping experience.

The new retail space for Durasafe, a leading premium safety gear and equipment supplier in Singapore reinforced the brand's strong existing presence while making possible an exciting shopping environment for its predominantly male customer base. Situated in a six meters high modern warehouse space, the design for the store offers a multi-layered spatial experience that dramatizes the entire process of shopping. The façade of the store serves as a backdrop for an over-sized Durasafe logo and dominates the first visual impression. After passing through this strongly colored backdrop, there comes a completely different space, an entirely black setting that allows the multi-colored safety products on display to visually pop and take the prominence place.

The overall space comprises a double story display scaffold-like structure surrounding a feature display area and retail lounge. Inspired by the industrial environments and construction sites where Durasafe's products are most commonly employed, the design team created the "scaffold" that allows the products to be clearly displayed in distinctive categories, which are further called out with custom designed graphic logos in light boxes. The "scaffold" is also used to exploit the high ceiling space and introduce a sense of adventure and exploration into the shopping experience.





- LEGEND
- 1 MAIN ENTRANCE
 - 2 ROTATING LOGO
 - 3 FEATURE WALL / ENTRY
 - 4 CONVEYOR ROLLER DISPLAY
 - 5 SOFA LOUNGE
 - 6 FITTING ROOM
 - 7 POS
 - 8 PANTRY
 - 9 STORE
 - 10 BACK DOOR
 - 11 SECOND LEVEL DISPLAY





KEEP SECURE





1
HIGH VISUAL IMPACT



2
CAPITALIZING DOUBLE VOLUME



3
CHIC INDUSTRIAL FEEL



4
INNOVATIVE RETAIL DISPLAY

4 KEY SPATIAL VALUES

OPENING HOURS				RESERVED FOR DURASAFE
MON-FRI	10:00-18:00			
SAT	10:00-13:00			
SUN	CLOSED			
	DURASAFE CUSTOMERS ONLY	KEEP COOL KEEP WELDING KEEP WARM	KEEP SECURE KEEP BRIGHT KEEP DRY	



The Durasafe "industrial chic" atmosphere is further enhanced by changing rooms adorned by actual water tight bulkhead doors, a display table made from a six meters long customized floor trolley and yellow graphic boxes embedded in the floor calling the different zones.

