

# Retail

In a world where an online purchase can be made with a single click, it's never been more important for retail environments to provide a rich, rewarding and immersive physical touchpoint. At Staron®, we believe great design is key to achieving this, as it provides a unique opportunity to tell brand stories in a way that's truly unique and engaging.



## A display of affection

There's a great art to effective retail displays, as products need to grab attention without detracting from each other. Pure White Staron® was used by South Korean retailer Kuho to create a series of bold, angular shelves with inset down lights to achieve this exact feat. This was strikingly complemented with Onyx Staron® seating throughout the store.





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### A lasting impression

For a retail environment to be truly successful, it needs to be both daringly original and relentlessly hardwearing. It's why Staron® is used by retailers across the globe to create luxurious and inventive showrooms capable of withstanding the impact of thousands of daily consumers.



### Cool customers

Rather fittingly for a skiwear boutique, Dazzling White Staron® was employed by Sportalm to create an in-store alpine escape. The boutique's sweeping shelves cleverly feature integrated hanging devices and LEDs to ensure every item of skiwear is shown in the best possible light.



### Design without limits

While Staron® is most commonly known for countertops and furniture, in skilled hands it can become something altogether more unexpected and magical. At the Noon Square shopping centre in Myeongdong for example, an intricate 3D Staron® installation climbs the walls like a spider's web.





### Inclusive by design

Accessibility is an often overlooked aspect of retail design. However, this was far from the case at the Glotz healthcare supply store. Every seamless Staron® counter and display was designed to be fully wheelchair accessible. Additionally, Quasar White Staron® was used to create the store's striking logo-clad wall.



### Precious attention to detail

Creating a secure showcase is the challenge of any jeweller or retailer. At the Dessange beauty salon, the feat was achieved with a fully bespoke exhibition table created from white Staron® and a welded black metal frame. Each of the conical sections effortlessly slides out to allow customers to get up close and personal with each piece.





## Heidi.com Store, Switzerland

When designing their first Flagship store, leading online fashion brand Heidi.com wanted a solution that would effortlessly bring together their on and offline worlds in a way that would surprise and engage consumers. To bring their vision alive, they collaborated with world-renowned Zaha Hadid Architects and Staron® to fashion a modern interior space awash with light and interactive elements.

With digital playing such a pivotal role in the company's success, a key deliverable for the new store was a secure housing unit for a giant digital screen. Staron® was chosen for the task, due to its hardwearing properties and ability to be thermoformed into free-flowing curves – a key motif of Zaha Hadid's work. Complementing the unit were a series of curved walls and display plinths in Pure White Staron®, again reflecting the architect's signature style.





### Walk this way

Leading American shoe retailer Stuart Weitzman required an expressive and inviting way to guide in-store customers through their latest collection. To achieve this, extensively thermoformed Staron® panels were used to create a series of organic sculptures on both the store's walls and shop floor that effortlessly showcased the new range, while also being beautiful in their own right.





### The beauty of Staron®

While any retail space can be enhanced by the strength and versatility of Staron®, few sectors benefit from its non-porous quality more than the world of beauty. An invaluable addition to countless salons, massage rooms, spas and saunas around the globe, Staron® surfaces can be easily cleaned to ensure exceptional levels of hygiene.



### Creating a gripping display

At the International Motor Show in Frankfurt, leading tyre manufacturer Continental used Staron® countertops and stands to showcase their latest innovations in style. A perfect example of how Staron® designs are adept at playing an understated supporting role as well as forming the centrepiece of a retail space.

