

Retail

# CASE STUDY

Lotus Piccadilly



# LOTUS PICCADILLY

## EXPERTISE

Retail Environments

## BRIEF & SOLUTION

We were tasked with designing a flagship store on Regent Street to launch a new fashion lifestyle range, Lotus Originals. Inspired by the brand's racing heritage, we designed a show-stopping piece to draw customers inside by suspending a F1 car from the ceiling and dedicating space throughout the store to display up to 5 cars. We designed bespoke fixtures with aerodynamic lines and complemented these with soft furnishings and hints of leather detailing, reminiscent of the luxury interiors of Lotus's cars. Curated photography displays capturing the brand's racing heritage adorn the walls, whilst LCD screens show off the latest models, for a store that is every bit about cars as it is about fashion.

