

FLAGSHIP

02

Interior and decoration design for a Hi-brand watch retailer with staple merchandises by Rolex, Panerai, Patek Philipe, AP. These were not just watches, but collector items for a specific upperclass that were meticulous in buying, selling, trading and imparting knowledge in detail assessments of their wares.

The Modern Lux interior design concept is one that preserves luxury but at the same time speaks out an idea that is not restrained by conservative frames. Using disconnection to create a contrast of raw and refined, to reduce smoothness and project a progressive persona, offering a perspective of luxury that is not bound by tradition.



3D

Flagship Store
Design & Display

2015

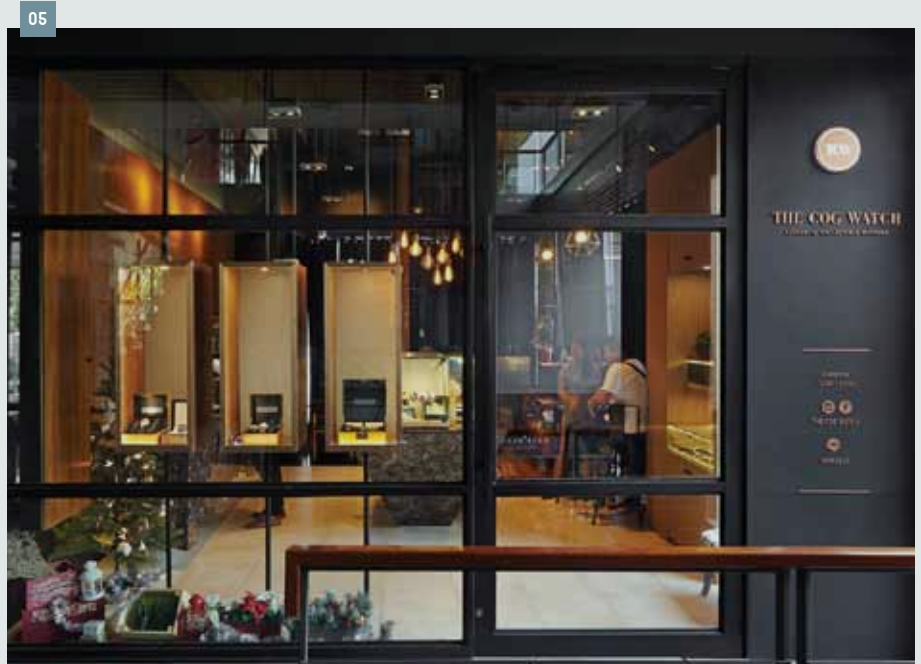
PROJECT NAME

THE COG WATCH
INTERIOR & DISPLAY

CLIENT

THE COG WATCH
THONGLOR 11





3D 02

The shop space of 40 sq.m was partitioned, 60% of the space was for showcasing the products splitted into various displays according to categories in the front area of the shop. 25% was allocated as the negotiation area where customers can sit down, talk, and have a drink, and the rest was an office for Hi-end transactions.

Work here started with developing the concept of an image, then the floor plan according to function, designing and creating the image for rendering, selecting and presenting materials for the designs, writing the construction plan to choosing the furniture and relevant decoration items.

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Branding / CorporateIdentity / RawMaterial
Hi-Brand / FlagshipStore / ModernLuxury