

# MUSSLER BEAUTY BY DITTEL ARCHITEKTEN



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**WHERE** Stuttgart, Germany **WHEN** November 2012

**CLIENT** Mussler **DESIGNER** Dittel Architekten (p.494)

**TOTAL FLOOR AREA** 240 m<sup>2</sup> **SHOP CONSTRUCTOR** Dittel Architekten

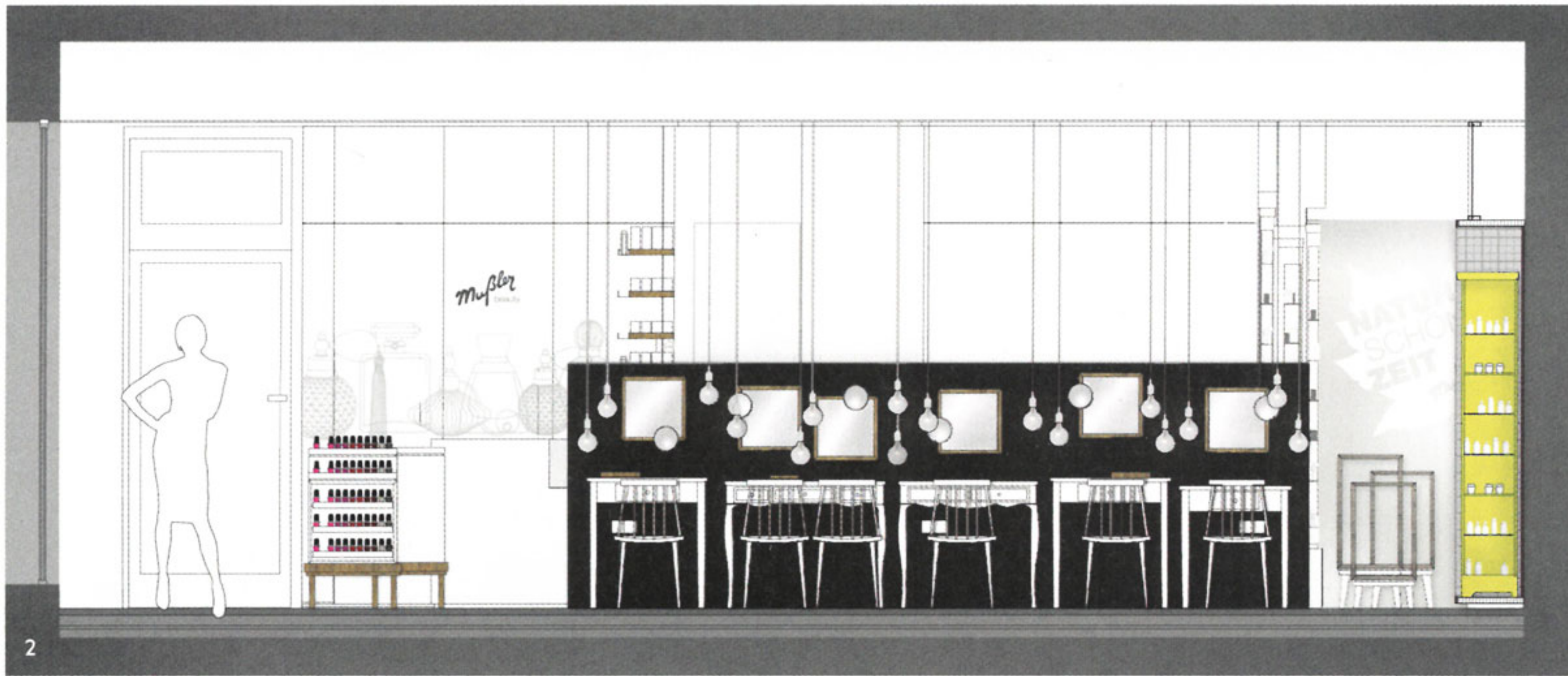
**PHOTOS** Martin Baitinger and Frank Bayh & Steff Rosenberger-Ochs

**F**or a third-generation family beauty business, Dittel Architekten created a store with a distinctly domestic feel. Warm materials like wood and wallpaper combined with modern lines, while the make-up section boasts little white desks and chairs and elsewhere there are mini bathroom units, shelving units and lamps. The cosy touches encourage the customer to feel comfortable and at home, reflecting the store's mission statement: home of beauty. Despite its domestic quality, the space is well thought out, with each of the four product categories receiving its own area, which is designated by selected materials, colours and structures as well as form and function. The fragrance section is located in the central area of the perfumery. A bent powder-coated metal sheet serves as the base for the oak wood shelves presenting the flacons. It leads on to the make-up area, which contains the fixtures for the make-up brands and the cosmetics school with its little desks. The next space is dedicated to care products, and displays are tiled in white, contrasting sharply with

the new product cabinets in yellow. Then the special product series of natural cosmetics is presented on a raised arrangement of single-cabinet elements. Despite the different design features of the areas, they all share an abundance of details – pieces of furniture and lamps of various kinds – that contribute to a lively atmosphere on the sales floor. A backlit visual at the cash desk and reception draws the customer's attention to the stairs leading to the beauty cabins on the floor above.

- 1 Display areas of different characters reflect the four different product groups: perfume, natural, make-up and care.
- 2 & 3 Six little white desks with chairs comprise the make-up school area.
- 4 Care products are displayed in a bath room-like context, with tiling and a washbasin unit.





Domestic details are the key to customer comfort

