

# A Unique Synthesis



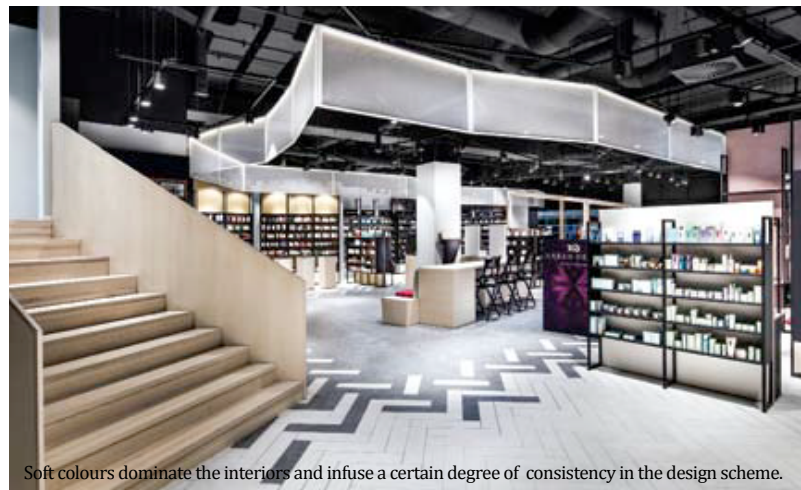
Mußler Beauty by Notino is a fusion of Mußler Beauty, traditional perfumery and Notino, Europe's leading online retailer for beauty care.



Frank Dittel,  
Founder and Managing Director, DIA

"Mußler Beauty by Notino" is a fusion of Mußler Beauty, traditional perfumery and Notino, Europe's leading online retailer for beauty care. Mußler Beauty is an expert at the stationary trade, Notino at the online trade. They built a joint brand to leverage the best out of both worlds. The new brand "Mußler Beauty by Notino" therefore is pioneer of the future of retail. This first of 10 planned stores in Germany and more 50 planned in Europe is placed in the shopping centre "Das Gerber" in the centre of Stuttgart city in Germany.

The brand has created a real world experience which finds a deep resonance with its online setup. The holistic brand experience is the focus of the design concept. Everything revolves around what the consumer is looking for in a stationary retail: individualization, emotionality, social exchange and exclusivity. Even from the outside, a digital shop window beckons as well as the view into the store with its live promotions.



Soft colours dominate the interiors and infuse a certain degree of consistency in the design scheme.



The flooring syncs effortlessly with the product display and elevates the design quotient.

Project Designed By : DIA  
Photo Courtesy: Martin Baitinger

With the unique store design for Mußler Beauty by Notino in Stuttgart City, Germany, DITTEL ARCHITEKTEN GMBH (DIA) seem to close the gap between the virtual and the real world.

We live in a time line when the imprint of the digital ecosystem is high and e-commerce is a preferred mode of business. In the midst of this digital makeover, there is one aspect which continues to challenge business houses and that is branding. Moreover as online business grows, so does the need for service, advice and product experience. Mußler Beauty by Notino designed by DIA serves as a good example of a novel approach in design to address such business concerns.





The layout offers a lot of breathing space.

When DIA was approached to design this marvel the brief was to develop a design language that gives the newly merged brand an authentic face, to bring to life the online-offline brand symbiosis by emotionalizing it, to meet the expectations of the individual and freedom-loving customer and to be adaptable to various locations and cities.

Likewise Team DIA devised a design concept which focused on creating brand experiences by merging unique brands + themes in individual units while giving them an integral design roof. And a lot of open space to ensure enough room for walking in between product displays. The interior structure creates a language of harmony with a lounge in the centre and retreat like zones. For e.g. the hair styling zone which consists of separate units divided by room dividers. In the words of Frank Dittel, Founder and Managing Director, DIA "The store offers different products, brands, community and consulting spaces such as a hair styling or brow bar, the spatial division was done keeping in mind the individual scenarios the store had to create.



The design concept is based on oriental markets known as "suq".



The brands and live actions are placed in different "niches" which transport individual stories by the use of material and colour.

The concept is based on oriental markets known as "suq". The suq is a commercial sub centre in the city. While the centre functions as the meeting point and heart of the market, the surrounding is subdivided into various market stands with individual product themes and colour palettes. In "Mußler Beauty by Notino" the customer finds a lounge with drinks and a pop up space in the centre.

The brands and live actions are placed in different "niches" which transport individual stories by the use of material and colour. To give some examples you find the "hair styling bar" in the a retro 60's look and the "men's world" symbolizing masculinity, handicraft and nature"

**Everything revolves around what the consumer is looking for in a stationary retail.**





The hair styling bar reflects the 1960's style.



The men's world features unique designer furniture and rustic wood paneling.



The "Green Wall" is one of the highlights in this store.





The color concept syncs with the lighting to offer a lot of shine at the entrance.

The store concept is as versatile as the various brands and products. Given the diverse products it accommodates at the same time it has a “design roof” that unifies all units and creates a unique design appearance. The modern and rough design language can be found in the clean tiles floor, the exposed ceiling as well as the black metal shelves.

The high-quality tiled floor designed using Villeroy & Boch stone tiles highlights the entire surface and becomes a meticulous design element with different colored joints for the individual units.

Likewise the lighting scheme satiates two objectives, it creates a comfortable basic lighting to highlight the product shelves. Besides the ceiling lit up with white backlights functions as a styling element and guides customers through the store. The colour coding, setup and design of the individual units and dedicated areas was done keeping in mind their unique narratives in overall design scheme.



DIA's design scheme merges the virtual and the real world to define a futuristic trend for retail spaces.

The lounge with coffee machine and makeup mirrors and “director’s chairs” give the feeling of being a movie star, likewise in the women’s fragrances section, sparkling golden back wall and ash wood pillars to test products symbolize glamour and elegance. Similarly in the men’s world, dark wood back wall, clean, rough and industrial furniture indicate masculinity. The green leather back wall and yellow joints utilized for niche products denote playfulness.

In an arena where the virtual landscape competes with the brick and mortar versions, DIA has created an expression which merges the two and defines a futuristic trend for retail spaces. In doing so DIA has created a syntax which carefully takes a note of the consumer behavior and likewise showcases the path for transformation in the architecture and design to achieve the desired synthesis.

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