



LANCASTER
PARIS

Durasein

A chic boutique
unveiling the vivid
hues of leather goods

The Project

Lancaster Paris
Paris, France
Completed 2023

- Sector: Retail
- Designed by Label Experience
- Application: shelving and table tops
- Material: Chill, DM3034
- Manufacturer: Menuibat

The Challenge

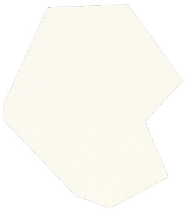
How can you turn a dark-toned boutique into a warm and inviting place? The Label Experience team revamped the space to highlight Lancaster's iconic products in a clear, uncluttered space that references all the different aspects of leather.

Materials and Colours

To ensure a visually cohesive and inviting atmosphere, the design team decided to blend premium materials with a sober design approach, focusing on a palette of beige hues. In this bright setting, Lancaster's leather goods exude elegance, showcased on shelves made of Durasein solid surface spanning 8 meters seamlessly without visible joints. Durasein was also utilized for the countertops of the corner cash desk and the small circular coffee tables, complemented by a brass finish to add a touch of sophistication. This very versatile material adds a distinctive aspect as it can be formed to create an illusion of delicacy or solidity. These Durasein features, slightly lighter in shade compared to the predominantly beige waxed concrete, paint, and fabrics, stand out to elevate the products and contribute a refined essence to the ambiance, ensuring visual harmony. The design team selected this material for its beautiful aesthetic, enhancing both the environment and the products, as well as its compatibility with other materials like waxed concrete or wood. Durasein embodies both softness and mineral qualities, with its Chill color offers a subtle texture that captivates without overshadowing the displayed products. This practical and aesthetic choice also guarantees ease of maintenance and long-term durability.



The Material



DM3034
Chill

The Result

The cozy blend of beige tones on both the floors and walls sets a welcoming atmosphere, complemented by leather goods available in a range of unique shades and designs. With its captivating appeal and flawless finishes, this boutique is an irresistible call to a shopping spree!

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