



NO DRAIN ON IDEAS AS WE TAP INTO A NEW LOOK

Yes, all the puns are intended as Design Environments create a new look for the Plumbing World chain. The project did not involve the normal haste of retail, but has been a methodical 18 month development programme, as every aspect of design and presentation was considered and challenged.

The brief was precise in that Plumbing World know their client base, their expectations and their purchasing practices. They did not want an environment that overwhelmed with inspirational design ideas, but rather one where the product was king and was assured to be presented to its best advantage. Also, the extent of the project demanded that expenditure was always a front of mind consideration. Having combined showroom/warehouse footprint of almost 1000m², the outlay of opening a new branch or relocating an existing, is always going to be costly. All components were considered not only from a design and functionality perspective, but also from the position of ease of manufacture. This process was aided by the



The first locations to receive the new generation image were in Lower Hutt and Oamaru, both of these being old buildings that required major alterations to meet the requirements of the brand. In both circumstances Design Environments worked closely with the local developers to ensure that all work was coordinated to meet the future prerequisites of the fitout of both the warehouse and showroom.

Both stores are now open and trading successfully with another two currently under development. These further locations also both require major structural work prior to the fitout commencing, with a new Central Wellington location experiencing the new image developed to an advanced level to meet a more style conscious target market.

With the entire Design Environments creative team all involved in the various stages of development we can all bathe in the success of the project.



manufacturing of prototypes that were duly evaluated for both facets. With a product range as diverse in size from a bath to a tap, and a colour range of either white or chrome, the decision to use a primary palette consisting of charcoals and greys was a bold move but one that not only achieved the required "showcasing" of the product but also elevated the quality factors.




REMEMBER...
YOU CAN ALWAYS TALK TO THE EXPERTS AT DESIGN ENVIRONMENTS ABOUT AN OBLIGATION **FREE** CONSULTATION!



COFFEE CONVERSION

From an age weary café to a bright inviting Esquires makeover.



The conversion of the well patronised BB's Café at Auckland's Dressmart was required to be seen as a flagship for ongoing BB conversions, while ensuring the cost of the remodelling process would not have an adverse affect on what was a successful location. As the photos testify the Esquires livery has elevated the dining experience while observing the budgetary requirements.



Before



After

CHECK THIS OUT

Our exciting new website is up and running and receiving numerous visits but will continue to be updated regularly, as new retail trends, products and information are being constantly added or updated... find these reports under our 'news' heading.

www.designenvironments.co.nz



WELCOME — LIZLE CRONJE

In recent weeks a new face has been welcomed to our office. Lizle joined Design Environments in August after shifting from South Africa, where she has had a vast experience with a Design House working in all aspects of retail design.

Lizle's obvious talents will complement the Design Environments ethos in providing our clients with professional and highly creative design solutions.



THE DE DESIGN TEAM IS DIVERSE, REPRESENTING SIX NATIONS... SO WE DEvised OUR OWN LOGO!!!



MAY THE BEST TEAM WIN!!!



RUGBY WORLD CUP 2011