



Wild Pair Sylvia Park

Sylvia Park Shopping Centre

Wild Pair provides fresh, fun fashion apparel and shoes for a young, urban market. Their latest 178 square metre store in Sylvia Park looks to re-invent the brand and incorporates sister brand Lippy. All fitout elements have been reconsidered with only the brand names remaining.

The long and narrow site is broken into several zones, allowing some departmentalisation and making shopping a process of exploration and discovery. Even the logos and signage have changed. Retro theming and 'shabby chic' differentiate the store from a mass-market feel toward a quirky 'one-off' look combining the 'op-shop' look of a student flat with the kiwiana of Nana's house. Memorabilia is used in a tactile and accessible way rather than being museum-like. The pigeonholes not only act as room dividers and display devices but also hold excess stock. The racking (modelled on old school furniture) is freestanding and flexible so whole

departments can be easily moved. 'Garage sale' lighting and furniture continues the retro theme.

Vintage posters and shoeboxes were sourced or recreated. Raw steel, exposed concrete and weather-aged rimu provide an industrially minimal backdrop to sixties inspired fabrics with coloured peg-board accents.

The paint palette features Resene Enamacryl gloss waterborne enamel tinted to Resene Karma on the fitting room lobbies,, Resene Zylone Sheen waterborne low sheen tinted to Resene Poet and Resene Zeal on the back wall. Resene Crusta brightens a feature pigeonhole and archways are finished in Resene Poet. Resene Zeal and Resene Retreat add colour to the shore and shopfront joined by Resene Karma and Resene Quarter Sisal at the back counter. All of these colours are set against a general wall backdrop of Resene Alabaster.

While most services had to be kept neutral,

so as not to clash with the merchandise, the colour accents help convey the retro theme and add spice to an otherwise minimal colour panel. Many of the wall decorations are 'found' images from record to covers to beer coasters to framed vintage prints and the custom-drawn posters convey a sense of risqué fun. A vintage themed seating area (using some genuine 60s fabric) provides a place where shoppers can gather to help friends choose clothes or watch vintage TV shows while their friends try on clothes.

The result is a retail environment, which provides the interest and novelty of a specialist street-fashion boutique to focus the brand more closely on its target market but at a more affordable price point. Initial reaction from the (young) target demographic has been very positive in that the store is becoming a place to 'hang' rather than just shop as well as increased profits.

Karma

Crusta

Poet

Zeal

Retreat

Quarter
Sisal

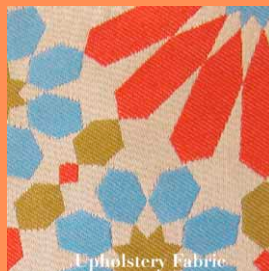
Alabaster



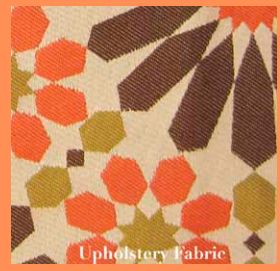


Building Contractor: Irmac Builders Ltd

Interior Designer: Mark Gascoigne, Sarah Paul, Anau Milton,
Studio Gascoigne www.studiogascoigne.com



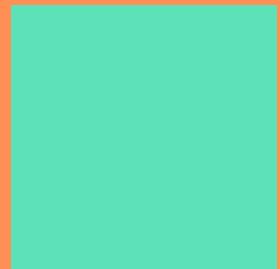
Upholstery Fabric



Upholstery Fabric



Concrete floor



Resene Guggenheim

