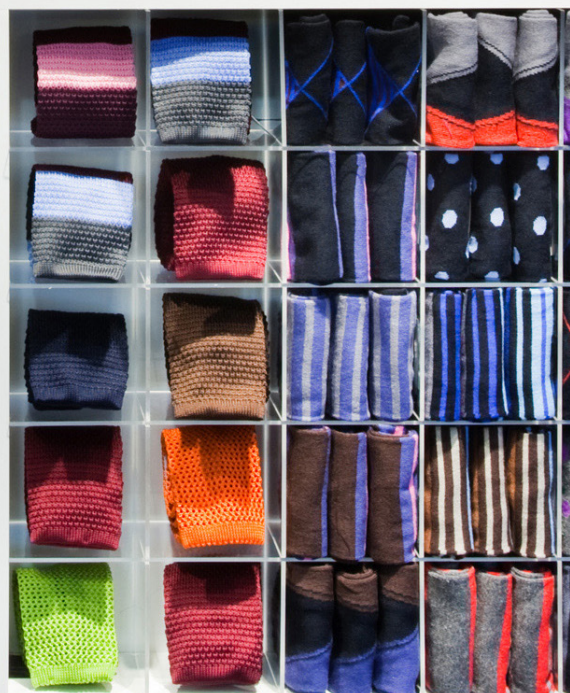


# תשע"ב





## 3 Wise Men

Midcity Centre, Sydney

Established in New Zealand in 2005, the 3 Wise Men brand is distinctive. Described as irreverent, fun and quirky the brand delivers high quality, affordable, fashionable men's shirts and accessories. A brand that appeals to the young exec.

Our project encompassed opening a new store for 3 Wise Men at Mid City Retail Centre, Sydney. The design challenge was to effectively display a large volume of product specifically 1200 shirts, 120 ties, cufflinks, boxer shorts, scarves, hats, socks and bags within a confined space of 40 square metres in a contemporary and stylistic fashion.

Our design response focused on allowing the colour of the product to come alive within the store supported by the graphic of the brand. The colour palette is neutral while being bold to reflect a strong sense of brand.

A simple frameless glazed shopfront encases the jewel colours of the product and allows the small store and its colourful merchandise to glow. The shopfront incorporates the turning torsos of the quirky 3 Wise Men.

A dark palette to the walls creates a recessive backdrop allowing the colourful product range to come to the fore in neatly arranged, folded, unopened stacks which allow the customer to understand how the range is organised while being able to access the hanging samples below.

The colour scheme reflects the brand and creates a fresh environment which intensifies the product on display. A simplistic palette incorporates three colours which work alongside the concrete flooring with painted graphic detail, painted joinery, vibrant soft furnishings and lighting.

**Architectural Specifier:** Devi Nair [www.spacestudio.co.nz](http://www.spacestudio.co.nz)

**Building Contractor:** Shears & Mac4

**Interior Designer:** Vee Smit, Kistry MacKenzie

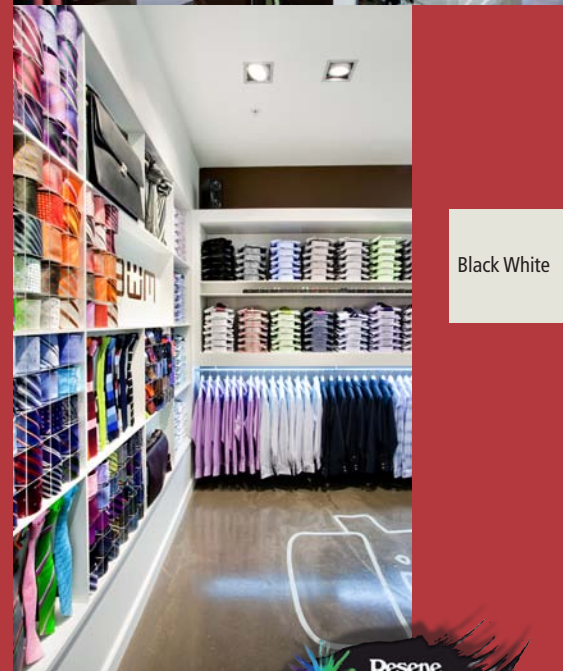
**Painting Contractor:** Shears & Mac4

**Photographer:** Brent Winstone

**Colours Used:** Resene Black White, custom colours PMS 476 and PMS 643

**Products Used:** Resene decorative paints

 Resene Bliss



Black White

