

## Glassons Newmarket Flagship Store

Rooms of the Mansion



Fun, whimsical and unashamedly girly – the Glassons Flagship store in Newmarket unveils each space like a story in a picture book.

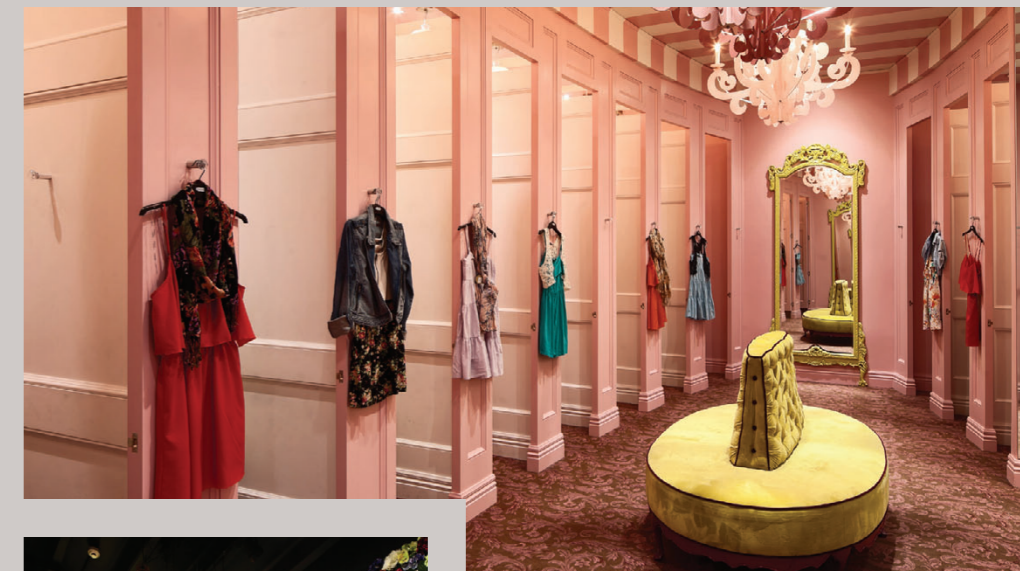
For their new flagship store in the premium fashion street, Broadway, this women's wear retailer elected to make a clear statement with a strongly thematic design. The 'Rooms of the Mansion' theme transforms the shopper to a magical place where the fitting rooms are candy stripe pink, button hole ottomans are bright green and the door knobs are cut crystal. The counter sits tall with cabriole legs and decorative timber mouldings on a black and white chequered floor with exaggerated columns towering over. The overall effect is sophisticated and provides a canvas for the fast changing merchandise to take centre stage.

The main flooring material is a wood-grain ceramic tile, laid in a herringbone pattern. This provides a neutral, yet warm and inviting backdrop to the ever-changing product mix. The rear part of the store houses a more intimate zone featuring a darker floor and ceiling that leads into an unashamedly 'girly' pink dressing room area, with stylishly tall mirrors and panelled doors.

The colour palette in the main shop display area is predominantly a warm white allowing clothing and visual merchandising elements to take centre stage without succumbing to blandness. The plush furniture and floral wall are unexpected touches within a volume retail environment.

The colour scheme is further enhanced by the merchandising and graphic branding throughout the store and in the shopfront windows, based around the 'carnival' theme.

**Architectural Specifier:** Naomi Rushmer, Gascoigne Associates  
**Building Contractor:** Shears & Mac  
**Client:** Di Humphries, Kim Band and Mike Odgers, Glassons  
**Interior Designer:** Naomi Rushmer and Theresa Ricacho  
**Painting Contractors:** Derek Jones  
**Painting Contractors**  
**Photographer:** Patrick Reynolds  
**Colours Used:** Resene Arthouse, Resene Billy T, Resene Blossom, Resene Soapstone



Resene Whiteout