

Brandimage creates a chic Parisian retail environment for the Beaugrenelle mall

Paris, October 23, 2013—Brandimage, a leading global consultancy of brand equity architects and designers, announced today that the new high-end Beaugrenelle shopping center opens its doors on October 23 in Paris. It is a 50,000m² urban retail complex with one hundred stores organized in three sections: B-Panoramic (food and entertainment), B-Magnetic (fashion, home décor and culture), B-City (services).



Brandimage imagined the underlying “red line” concept to reveal the personality of this new shopping center dedicated to fashion and home decor, a genuinely Parisian environment home to many brands, a space for living and shopping, a meeting place and a center for services. Beaugrenelle is a reflection of a concept of fashion, a lifestyle.

Brandimage endows Beaugrenelle with a true personality

The agency developed the concept across the visual and graphic style, the furniture vocabulary and signage. Drawing on this concept, Brandimage has instilled in Beaugrenelle a more intimate and customized relationship with its customers.

The Beaugrenelle shopping mall is a destination, a stage for Parisian style, Parisian chic, Parisian culture, Parisian fashion and Parisian glamour. Its ambition is to reconcile culture and commerce, moving beyond pure retail to provide a social and cultural dimension to shopping.

Rather than searching for an architectural stance within the DNA of the building (designed by Valode & Pistre), Brandimage focused on highlighting the fluidity and the light present throughout the galleries, depicting a new retail relationship. The agency concentrated on valorizing store presence, spotlighting services, inviting visitors to relax, enjoy new experiences and develop interactivity through touch-screen furnishings.

Furniture: a vocabulary communicating desire

Brandimage designed the furniture as a twist and this twist always integrates two functions: areas to rest and also connect, areas to relax and also find information. Modular and customisable to suit requirements and desires, the furniture and furnishings adapt to the space but are also conceived to evolve over time. The Beaugrenelle mall's iconic furniture is tailor-made and combines with elements chosen on catalogues.

"This double function in all the furniture was designed as a brand vocabulary, a distinctive personality that can evolve over time to ensure it is always current and contemporary," explains Alain Doré, Brandimage Paris Creative Director.

A reflection of culture and trends, present and future, digital images are a major component of the furniture with large screens that choreograph the underlying "red line" concept.

Customised signage combining poetry and information

The signage revisits the twist idea with its iconic proprietary furniture. Resin, two-layer glass and lacquered metal are the main materials used. Information is harmoniously incorporated in the poetic register of the underlying concept. To make the information personal and immediate, Brandimage designed pictograms also based around the twist.

This customization is entirely adapted to the different suggested circuits (culture, fashion, food, home décor, etc.). The graphic style spotlights drawings of Paris comprising poetic texts where the words become images, on typically Parisian themes: parks and gardens, the River Seine, sights and monuments.

A sensory experience

As a continuation of the story and identity of the brand, Brandimage, in partnership with Sixième Son sound design agency, developed a sound identity for Beaugrenelle. The sensory experience is also perpetuated through the release of a fragrance created in the image of the shopping center.

ABOUT BRANDIMAGE - DESGRIPPES & LAGA

Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. For more information visit: <http://www.brand-image.com>

Press contacts

Annette Klek (+33 1 44 18 45 15) aklek@brand-image.com
Jennifer Adams (+1 513.703.7085) Jennifer.adams@sgkinc.com

www.brand-image.com