

:: Brand architecture and interior design

dan pearlman develops new shop design for Escada accessories



(Berlin, 22.06.2004) – In the KaDeWe department store in Berlin, there are a total of 1,800 brands, which are constantly vying for the customers' favour and attention. This is the background against which the brand architects of the dan pearlman agency have devised a novel solution to a challenging task. Over the last few weeks, they have developed a store design for the ESCADA accessories range that reflects the typical features of the luxury brand – femininity, colour, elegance and luxury – in a manner that guarantees a high brand recognition factor. The presentation style makes full use of such quality materials as polished stainless steel and makasser ebony. The form language includes such elements as white-gloss surfaces and discreet facings in the brand colour – magenta – is elegantly featured. Puristically designed displays ensure that the customers' attention remains with the items on offer, items such as handbags, shoes and small leather accessories.

As an agency for global brand architecture, dan pearlman has translated the values of the Escada brand into a spatial language, availing itself of the vocabulary of design and architecture. According to Volker Katschinski, managing director at dan pearlman, 'What we want is to tie down brand values. It is our intention for customers to experience a special feeling when they are shopping, a feeling that the products take centre stage, which in turn triggers that sense of "have to have it".'

In addition to Escada, dan pearlman markenarchitektur GmbH has also succeeded in



winning the trust of Karstadt, CECIL, BMW, Panasonic, MINI and Vorwerk. Across the four business areas of brand architecture, brand academies, experience architecture and 3D/film, the company's developments include retail design, showroom design, flagship stores, trade fairs and exhibitions.

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