

CASE STUDY

Medicine

1. CHALLENGE

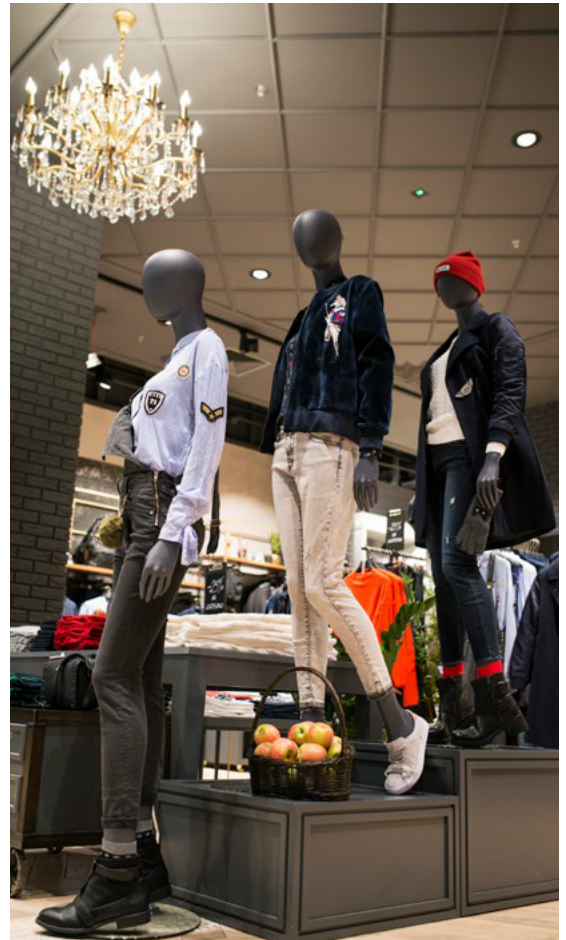
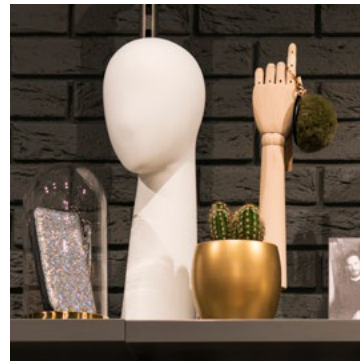
To reflect the spirit of the brand in the interior, emphasize its uniqueness.

2. REALIZATION

Thanks to the great trust of the brand owners, who gave us complete freedom of creation and were very open-minded - we created in close cooperation, deeply reaching for the brand's DNA. For Medicine customers clothing is a form of self-expression, such an art everyday - that's why we highlighted the projects artists, in a way typical of an Art Gallery, by inserting the designed motifs into the frames - like works of art.

The Medicine brand is also a bold brand, therefore we had no problems persuading customer for dark, gray colors in the statement with stucco and brass accents. As one of the few, we introduced, for the first time in Poland, walnut in combination with oak, as well as palm tree and marble in fitting rooms.





Currently, the concept is a bit it evolves, because trends are an area that changes fast and intense, that's why in subsequent store versions you can see more brightness, sand and natural materials.

