

CASE STUDY

FEB' 22

SEP'22

Lantre

AUTHORIZED APPLE BRAND RESELLER

1. CHALLENGE

Designing the First Stationary Lantre Brand Salon

2. REALIZATION

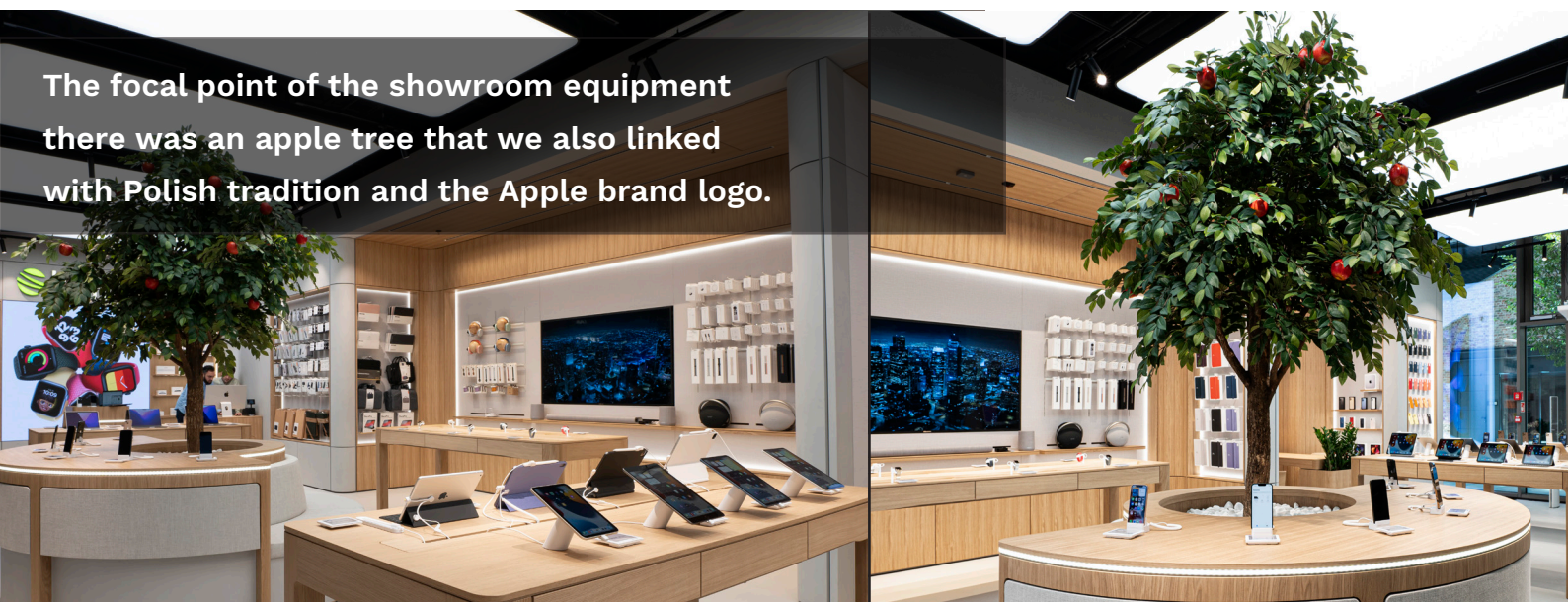
The methodology of our work with the Lantre brand was based on design thinking and innovative solutions emphasizing Apple products. In the first stage, we thoroughly examined the needs of the consumers of the stationary store, verified the potential of the place and its surroundings.

An important aspect of our work was also mapping out purchasing paths that correspond to the main purchasing missions. We also took care of the digitization of customer service and sales processes - acting in the spirit of omnichannel, to provide the customers of the Lantre showroom with the best possible experience.

When creating the showroom, we focused on the implementation of a minimalist design project surrounded by a space full of electronic details.

In the projections, we used microcement on both the floor and walls, which created a smooth and beautiful theme as a background for displaying Apple products. In the showroom, we also used wooden elements, especially in the form of furniture - this was to refer to the brand itself, but also goes back to the roots of Polish culture.

The focal point of the showroom equipment there was an apple tree that we also linked with Polish tradition and the Apple brand logo.



When creating the project, we paid attention to maintaining the axis of symmetry along the entrance and building comfortable spaces for the customer - both to familiarize with the products and service (giving the sales process intimacy).

The whole space is complemented by details in the form of delicate fabrics and green plants - warming the interior of the showroom. Digital solutions gave innovation to the interior design, and above all, they are to foster technological communication with the client.

