



**NICHOLS
EDWARDS**
SUDIRMAN PLACE
JAKARTA CBD
INDONESIA
GRAPHICS

Nichols Edwards, Sudirman Place is the flagship of a new chain of contemporary boutique department stores.

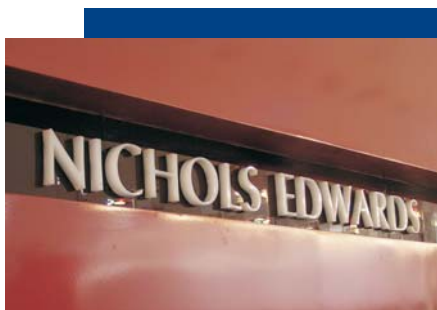
The Buchan Group created the retail interior environments and merchandising display fixtures, as well as the brand and environmental graphics throughout. The design covered 7000m² of retail space including cosmetics, accessories, women's and men's fashion, shoes and children's wear departments.

With four trading floors the store was created from a family of components that allow for varied environments and personalities across the store. Clear, focused product showcasing, feature lighting and lifestyle merchandising are also key elements of the design.

Fashion departments are further modulated into 'young', 'image boutique' and branded areas to directly target customer groups. This provides clarity to the fashion offer, enhances the customer experience and creates a sophisticated retail environment.

Feature tills and stylish fitting rooms complete this premium environment.

Nichols Edwards was launched in 2006.



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INTERIORS

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