



## Redefining the retail model

Designed to blur the lines between residential + commercial markets

### DRECHSEL STUDIO

An astute businessman with over 40 years of experience in the commercial furniture industry sought to develop a new retail model. Through extensive engagement sessions, the designers developed the new concept by helping the client define its needs, customers, and product offerings.

The concept for the store is based on a blurring of the lines between residential and commercial markets. Designers helped select the offerings – highly curated, high-end product lines. This was valuable on two fronts: as designers of the space, they could vet whether furniture was complementary; as designers-at-large and specifiers, they could advise on whether lines would be relevant to the markets. The palette is based on new, current, and future material trends – muted colours, such as dusty rose and camouflage green, and blended fabrics – to appeal to a more sophisticated and connected customer.

For more information, or to discuss your project, please [contact us](#).

#### CLIENT

Drechsel Studio

#### LOCATION

Toronto, ON

#### SIZE

2,500ft<sup>2</sup>

#### VALUE

\$560,000

#### COMPELTED

July 2017