



SERVICE AT FIRST SIGHT

DESIGNS THAT PROMISE, AND HELP DELIVER



PETER PAIGE PHOTOGRAPHY, UPPER SADDLE RIVER, N.J.

LANCÔME COLOUR STUDIO

San Francisco

As cosmetics retail moves farther away from the "traditional glass counter" toward more self-serve, Lancôme wanted to give customers different service options. So, New York architect **Kenne Shepherd** applied restaurant cues to design a prototype Colour Studio for the new 1200-square-foot shop in Macy's Union Square store in San Francisco.

A "café" style targets customers who want to make a quick purchase or sample a new product. A more intimate ("restaurant") area is for customers desiring a full makeover.

An illuminated serpentine wall - the shop's most prominent design feature - divides the space into three service zones, ranging from a very public self-service, open-sell area to more secluded areas for makeovers. Underscoring the company's sophisticated image, the wall is made of white plastic laminate with sandblasted-acrylic doors and back panels, framed in aluminum.

Lighting plays an integral role, helping the customer look and feel beautiful. For balanced and flattering lighting, designers used many levels of light - including an illuminated display wall, an uplighted ceiling and HID ceiling lighting.

DESIGN: Kenne Shepherd Interior Design & Architecture, New York - Kenne Shepherd, Principal

CONSULTANTS: Cooley Monato Studio, New York (lighting)

SUPPLIERS: Richter+Ratner Contracting Corp., Maspeth, New York (millwork, general construction)