



PLATYPUS

RETAIL LIGHTING CASE STUDY

PERFECT ILLUMINATION

for the perfect fit

Platypus shoes has created another remarkable shopping experience with the all new Macarthur Square store.

Platypus house an extensive collection of iconic global footwear and apparel brands and the design challenge for this store was to evaluated from the traditional design which created a bunker type feel.

Group CEO of Accent Group, Daniel Agostinelli states in a recent article *“Platypus has always been a good store, but we thought it was time for us to elevate our concept and continue to look for the next thing to keep it vibrant. Essentially all that we’ve done is showcase our products a whole lot better and we feel that we’ve innovated enough for the Platypus business to be elevated to the next level of its evolution to where we’re taking this business.”*

Creating a new feel in store corresponds with the brand’s strategy and new product ranges. The store designs also accommodate packing and pick up stations which allow customers to click and collect, another new customer centric evolution to the retail stores.



to create

A specific emphasis has been placed on designing a functional and enjoyable in-store experience, where lighting was crucial. The new concept store has a trail of illumination that draws the public into the shop leaving a lasting impression with the exclusive icon wall and new street art product range.

Building on the store design concept first launched in Bondi NSW and Canberra ACT, the Macarthur Square site in NSW is an evolution on the Bunker design which entailed striping back the range of finishes within the retail space and draw focus towards product.

Neutral tones enhance a sense of simplicity while the incorporation of light within the vertical elements of the joinery draw the consumer deeper within the retail space and focus the attention to what the brand has to offer.

Additional design elements, such as the individual pedestals, Icon Wall and feature Snake Light were introduced, adding a new interactive dimension to the retail experience.



the design process

The main challenge for this site was the supply of the feature snake light through the centre of the store. With a completed delivery time of just over one month, our challenge was achieving the correct look for the pendant with restrictions on supplier delivery. Our solution was to use surface mounted LED panels on the dropped ceiling to create a visually striking feature that enhanced the pedestal displays underlying.

The pedestals were designed to literally shine a light on the feature products creating another visually enhancing display in the store. The fixtures selected provided flexibility to illuminate displays at high and lower levels with different beam angles strategically selected for the visual hierarchy of the space. Along the walls and the centre displays, strip lighting was used to create picture frame shoe displays and to again highlight the vast range of footwear brands and key products within the store.

The lighting for this store has an urban edge that accentuates the vast range of high quality brands and products throughout the store.



featured products

- Entry Down Lights: LPA-ES06
- Click'N'Collect POS Counter Down Lights: LPA-L12155
- Click'N'Collect Joinery Down Lights: LPA-QP01
- Feature Snake Light: LPA-Panel 600+1200
- Circular Ring Pendant: LPA-DISC 1500
- Track Spots: LPA-A249
- Track Wall Washer: LPA-A027
- Bulkhead Linear: LPS-FLS2835 High Profile
- Mesh Wall Linear: LPA-FLS2835 30x30 Square Profile
- Click'N'Collect Linear Detail: LPA-FLS2835 High Profile
- Integrated Mirror Light: LPA-FLS2835 High Profile
- Joinery Kicker: LPA-Flexi 005
- Icon Wall Integrated Lighting: LPA-FLS2835 Low Profile
- Large Tiered Round Display: LPA-TP27-600 Panel
- Individual Pedestals: LPA-DA-914R





project overview

CLIENT: Accent Group Limited - Platypus Shoes

PROJECT TYPE: Retail

COUNTRY: Australia

CONSTRUCTION: [NRG Projects Australia](#)

PHOTOGRAPHER: Accent Group



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