

# **TOUS evolution turns physical with an original concept store**

**CULDESAC'S vision defines a revolutionary customer experience creating a new relationship between this jewellery brand and its followers.**

CULDESAC creates the new vision for the recently opened TOUS flagship store in Madrid, as part of the brand evolution towards a fresher and more creative approach in sync with the new trends and customers habits.

## **The space as a communication tool**

Designed as a communication tool, the new store on Serrano 50 in Madrid introduces a disruptive layout enhancing the product storytelling and the user experience for both the traditional target and the next generation of customers.

Taking inspiration from the magazines' language, CULDESAC's concept replaces the traditional exhibitors and its "broken" display with an upright, continuous storytelling design integrated into the architecture providing an immersive, seamless and ergonomic user experience; more aligned with the current way people buy.

## **The two-speed in-store journey**

The store includes two purchase speeds addressing different customer's needs:

1. At the entrance, a surrounding digital area called "Saturn" works as a dynamic stage full of visual merchandising introducing trends and showcasing TOUS evolution. Like a billboard inviting customers to get immersed into the brand, this area was designed to engage with a new target embracing a much faster and impulsive purchase.
2. At the back, a dedicated area for the traditional target including classic jewellery invites to a much slower purchase experience full of useful information about the product.

The design promotes a fluid but warm interior space connecting zones and inviting customers to a non-stop discovery walk-in through the entire store.

TOUS Serrano 50 is the first store designed by CULDESAC as part of a strategic vision to be implemented in future stores globally. By challenging the traditional jewellery model and the customer's relationship with the product, the design succeeds in taking this brand to the next level.

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**Project:** TOUS Flagship store Madrid  
**Client:** TOUS  
**Opening date:** November 2022  
**Original design and implementation:** CULDESAC  
**Images & Video:** Daniel Dellepiane

## **ABOUT CULDESAC**

We are total design thinkers transforming brands & businesses through creativity in the fields of retail, product and strategic branding.

Internationally recognized, our work always seeks to impact, excite and endure, with daring approaches and bold results. Regardless of its scale and scope, we define each new challenge with our own methodology:

The CULDESAC Method. A formula that incorporates strategic conceptualization and the sum of interdisciplinary visions in each phase. This approach is nourished by an open space for exploration and experimentation, an ecosystem where the union of different profiles multiplies and empowers the team, allowing us to offer innovative and disruptive solutions.

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