



DATASHEET

Type

Store

Author

Fernanda Marques

Project name

L'Occitane

Project start date

2012

Project completion date

2012

Location

Jardins - São Paulo

Area

300m²

Photographer

Demian Golovaty

Fernanda Marques's design for the new L'Occitane storefront in São Paulo's Jardins has turned the entrance to the French store into a large reception atrium. Rather than just marking out a commercial space, the proposed solution offers shoppers and passers-by a real possibility for interaction, against the backdrop of luscious vegetation that acts like a portico – animated and alive, in front of which customers and people in general can mix and interact.

Fresh and inviting, a continuous wall garden covers the whole of the façade, interrupted only by giant orange banners – in the same shade as the logo – which extend to form awnings over the windows, reinforcing the brand's presence. A water feature, tables, matching umbrellas and folding wooden chairs complement the setting.

"The idea was to actually occupy the whole of the front of the store, by means of a façade that was at the same time a visual and construction element for the space", explains the architect, who also points out that there is a strategic role for the wall garden. According to her the vertical green cover, besides providing uniformity to the surface, helps guide the gaze of passers-by to the products displayed in the windows. The storefront aims at more than marking out the store space, it aims to create an urban retreat, combining public



and private spaces, vertical and horizontal. It is a gift to the city, and one that is always being reinvented. It is, in short, a kinetic storefront. Constantly mutating”, concludes Marques.