



## DATASHEET

### Type

Store

### Author

Fernanda Marques

### Project name

Rosa Chá

### Project start date

2014

### Project completion date

2014

### Location

Oscar Freire - Jardins - São Paulo

### Area

280m<sup>2</sup>

### Photographer

Filippo Bamberghi

## RELEASE

The client and the interior designer shared the concept behind the Project: the store was to evoke an authentic market – casual, happy and, above all, unpretentious. As in any commercial outlet, however, everything was to be within reach and lead to consumption. But never in an obvious manner.

So the setting and the styling were considered to meet the expectations of the target: essentially female, and women who like to “rummage” through the stock in search of good finds. However, these women still want to feel very welcome and looked after.

With an area of around 125m<sup>2</sup>, the space was planned to be filled, occupied by furniture that invites self-service. As with the stands and crates, from where one can reach the products themselves, just like in an upmarket thrift shop.

The walls are rough, peeled off. The fabrics and rugs are purposely worn, as though they were second-hand. The same happens with the wood and steel elements, used practically without finishes in the support furniture and coverings.



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The lighting was carefully planned. The elements of focus create impact and highlight points of interest, such as mannequins and racks.

As is the case with the more unusual and fun pieces of furniture, when they are not just plainly unconventional.

The styling created by São Paulo based architect Fernanda Marques uses references from the hippie, pop and folk universes, put together essentially to make every Rosa Chá customer very comfortable. “Without going over the top, as though she were in her own home”, she explains.