

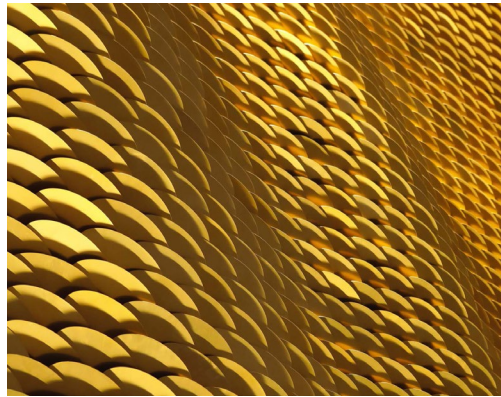


HARVEY NICHOLS KUWAIT

Studio Four IV masterfully reimagined the Harvey Nichols Kuwait store. Balancing experiential design with functional layout, the renovation incorporates distinct curated zones to enhance retail engagement and a design that encourages an intuitive and seamless visitor journey.”

Dominique Lucas
Head of Contracts

PROCUREMENT
LOGISTICS
INTERNATIONAL PROJECT



This iconic store now boasts a stunning new external façade with an installation by British artist Giles Miller comprising 11,000 brass petals, designed as a shining tribute to the Kuwaiti desert, elevating this as the premiere fashion destination in Kuwait.





The ground floor acts as a premier destination for footwear, accessories, beauty, and fragrance, and the upper floors dedicated to a redefined fashion offering.

THE ROW



At the heart of the renovation lies a renewed focus on the customer journey. Every detail of the store – from the layout to the immersive in-store experiences – has been designed to create a seamless flow that inspires exploration, comfort, and connection.







Tollgard worked with Studio FourIV to help curate the loose furniture offering over both floors. With the customer journey at the heart of the story, each zone features a curated edit of furniture, tailored to the nuances of its specific audience.





Throughout the store the user experiences an exciting curation of iconic shapes and visionary curves, along with a colour palette inspired by jewel and cosmetics colours



Materials selected are a mixture of plush silk velvets, metallic finishes, pale pink marbles and gemstone glass objets, giving a distinct luxury feel, yet a timeless elegance that you would expect from a luxury store by this world renowned brand.



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- Nikari
- Norr11
- Paolo Moschino
- Porada
- Sander Bottinga
- Skram
- Tacchini
- Van Rossum
- Verner Panton