



# Nespresso

Queen Street, Auckland

## Services

Interior design

## Sector

Retail

## Brief

Help a global brand raise its profile in one of New Zealand's leading retail districts and create a high-end shopping experience.

## A store fit for a coffee king on Queen's

It's fair to say that Nespresso, the capsule coffee company that generates 4.7 billion US dollars of sales a year, is a global phenomenon. The company chose to work with us on the launch of its flagship New Zealand store on Auckland's Queen Street.

We worked with Nespresso's international, Italy-based design team to adapt the company's international design concept to the local market and the heritage-building site. We designed a shopfront that would present the brand and draw in customers, back-of-house facilities that support the customer experience, and managed building consents and construction quality.

Using key design-concept brand signatures, we helped a global brand raise its profile in one of New Zealand's leading retail districts to deliver a tasteful high-end shopping experience.

