



Life Pharmacy

New Zealand

Services

Interior design

Sector

Retail

Brief

Help a national pharmacy-retailer rebrand and refit its estate. Work with a complex ownership model to deliver outstanding branding and store designs.

Dispensing design advice for life

Primary healthcare provider Pharmacybrands came to us as they planned a rethink of 300-plus stores – the largest retail network in New Zealand – that were split between five high-street pharmacy brands. They made a strategic decision to go from five brands to two, Unichem and Life Pharmacy, and rename Pharmacybrands as Green Cross Health (GCH).

Our design solutions helped GCH make the change. We created strong, cohesive store layouts for the new brands, managed fitouts in 45 high-profile stores and acted as brand guardians. We worked with GCH project managers, store owners and franchisees (the brands had different ownership models) to develop new designs, manage landlord consents, construction documentation, and procurement. All with a view to finding the most successful and cost-effective ways to transform the stores.

And we delivered award-winning designs, taking the Red Awards, Best Design Awards for the Life Pharmacy brand's flagship 277 Newmarket store in 2016, and for the Albany Westfield in 2017 (Best Shopfront, Red Awards).

