Brown Thomas is a flagship name in Irish fashion retailing. Feeling it needed "a progressive sensibility to international, luxury retailing," the company hired Toronto design firm bundtlerk to update 37,000 square feet within its historic Grafton Street location in Dublin, Ireland.

“We approached this with the idea that retailing at this level is about creating a fashion theatre for true style voyeurs,” said Diego Burdi, the firm’s creative partner. “The materials in this space needed to be completely customized with a global sensibility but also reflect the natural textural quality of the Irish landscape.”

“The redesign has a distinctly feminine attitude with a handsome and sophisticated architectural language,” says Burdi, “but most of all it is a beautiful contemporary interpretation of the retailer’s rich cultural history.”