

## Brown Thomas & Co., Dublin, Ireland

*New Shop Within an Existing Full-Line or Specialty Department Store*



**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 burdifik to update 27,000 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.”

*Client: Brown Thomas & Co., Dublin – Graham McLaughlin, project manager / Design: burdifik, Toronto – Diego Burdi, design director, Paul Flak, managing partner, Jeremy Mendonca, senior designer, Young Kim, senior designer, Jason Siveers, senior designer, Marika Nakagawa, designer, Diane Paz, designer, William Lau, designer, Michael Steele, designer, Anna Jurkiewicz, CADD, Edwin Reyes, CADD, Anthony Tey, CADD / Outside Design Consultants: Douglas Wallace, Dublin (consulting architect), Curley Smith, Dublin (mechanical/electrical), Lightinggrade, Toronto (lighting consultant), PKS, Dublin (construction consultants), JGA, London (fire engineering consultants) / General Contractor: John Sisk & Sons, Dublin / Metal Work: Simon Metal, Toronto / Fabric: Primavera, Toronto; Telo & Cie, Toronto / Millwork: Panco Industries, Mississauga, Ont. / Flooring: Sullivan Source, Toronto / Furniture: Louis Interiors, Toronto / Lighting: RSA-Cooper, Chatsworth, Calif. / Luminaires: Paratica, Cincinnati / Acrylics: Mark Littlejohn Acrylics, Toronto / Glass: Accura Glass, Toronto / Special Finish and Wall: Art Moss & Lam, Toronto / Photography: Ben Rahn, A Frame, Toronto*







