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Brand makeover

New concepts from Murale, Beauty 360 and philosophy don made-over looks for the cosmetics industry

By Jessie Bove, Managing Editor

Murale is a new standalone beauty concept from Canadian chain Shoppers Drug Mart.

systems add a sense of adventure to the space.

Architectural screens create a "sense of pause" and draw customers throughout the store, Burdi says. A kinetic LED light installation conveys movement and acts as a focal point in the rear of the store. "The design approach was to create a continuous sense of discovery that unfolds as the consumer walks through the space," Burdi says. A transparent storefront works to draw customers inside, while airy translucent elements in custom-tinted purple and blush paired with sculpted white-on-white fixtures and a blend of matte and glossy finishes enhance the gallery-esque atmosphere. White terrazzo flooring, circular counters and pure white halogen light top off the design.

With an emphasis on advanced dermatological skin care and luxury beauty, personal service and a wide range of brands from around the world, it seems fitting that Murale's sophisticated design should mimic a gallery, with beauty products displayed artfully like precious relics. Although the concept is still relatively new, Murale has already begun carving out a place for itself in the burgeoning beauty sector.



Above: Pure white halogen light renders true-to-life colors for customers testing cosmetics in Murale.

Left: A kinetic LED light installation defines the derma area at Murale.