

UNIQUE

CLASSIC CREATIONS

A luxurious backdrop would showcase both the store’s own popular product line and a range of other brands, with a simplified display area, a warm black-and-white color palette, and rose-gold metal accents for a hint of color.
“Jewellery stores can traditionally feel over-cluttered, with brands and products competing for attention. Our challenge was to create a visual style that was simple and minimalistic, bringing focus to the stunning jewelry on display,” says Cecconi Simone principal Anna Simone. “To accomplish that, we installed custom jewelry cases and employed contrasting tones that carry the eyes to key focal points. The result is sophisticated but not intimidating – and makes the jewelry the star.”
See more information at www.uniquestorefixtures.com

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