ALEX Retail Company was founded in 2015, in Armenia. The production of the company consists of two branches, in particular: the production of socks and clothes. ALEX Company asked us to do the interior design of their new store, located at 17/1 Erebuni Street, Yerevan. This is the first concept store designed by our team for ALEX Company.

Based on the fact that the brand is Armenian, in our concept, with a precise combination of stones, simple geometric volumes, and colors, we gave the space an expressive identity, which will attract customer’s attention.

In our design, we used tuff stone in the cashier desk furniture and along the walls: under the hangers. This will help to emphasize that part of the store in the white interior. Used tuff stone has red-orange shades, which will be easily impressed by customers. The cashier desk consists of three parts, on the right and left are the cash registers and in the middle, under the stainless steel, the ficus plant is built.

The furniture is covered with 30 mm thick tuff stone on three sides; the upper surface is made of 3 mm stainless steel sheet. While implementing it, the main challenge was stone processing; it went through four stages, in order to get a smooth plane, pleasant texture, as the customers would touch the stone a lot. Nesting tables are made with basalt stone, with simple geometric shapes, which are accentuated with horizontal white planes.

The general lighting of the store was also chosen attentively; as the correct lighting of the area combined with the colors and textures of the interior can play a stimulating role for more pleasant and effective shopping. The light on the top of the cashier desk was made by our sketches; 3 m long, from one complete 1 mm stainless steel sheet. Moreover, there is not a single purchased item in the interior; all items are custom-made, except for the lights.