





Project
The Daily Edited Melbourne Flagship

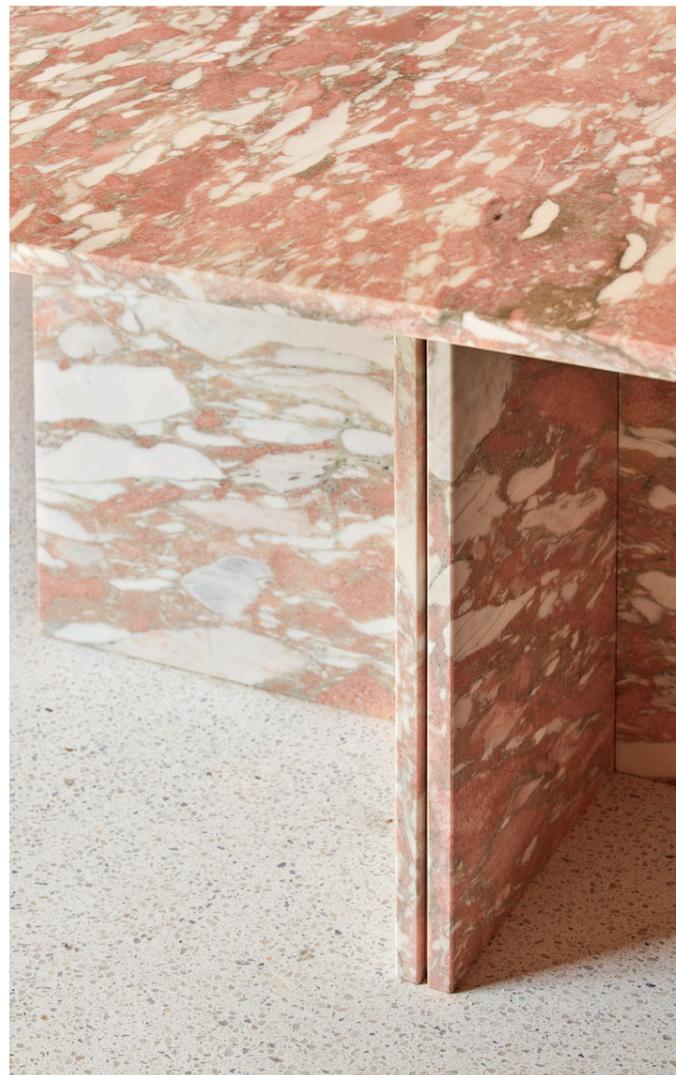
Completed
November 2017

Photography
Sean Fennessey

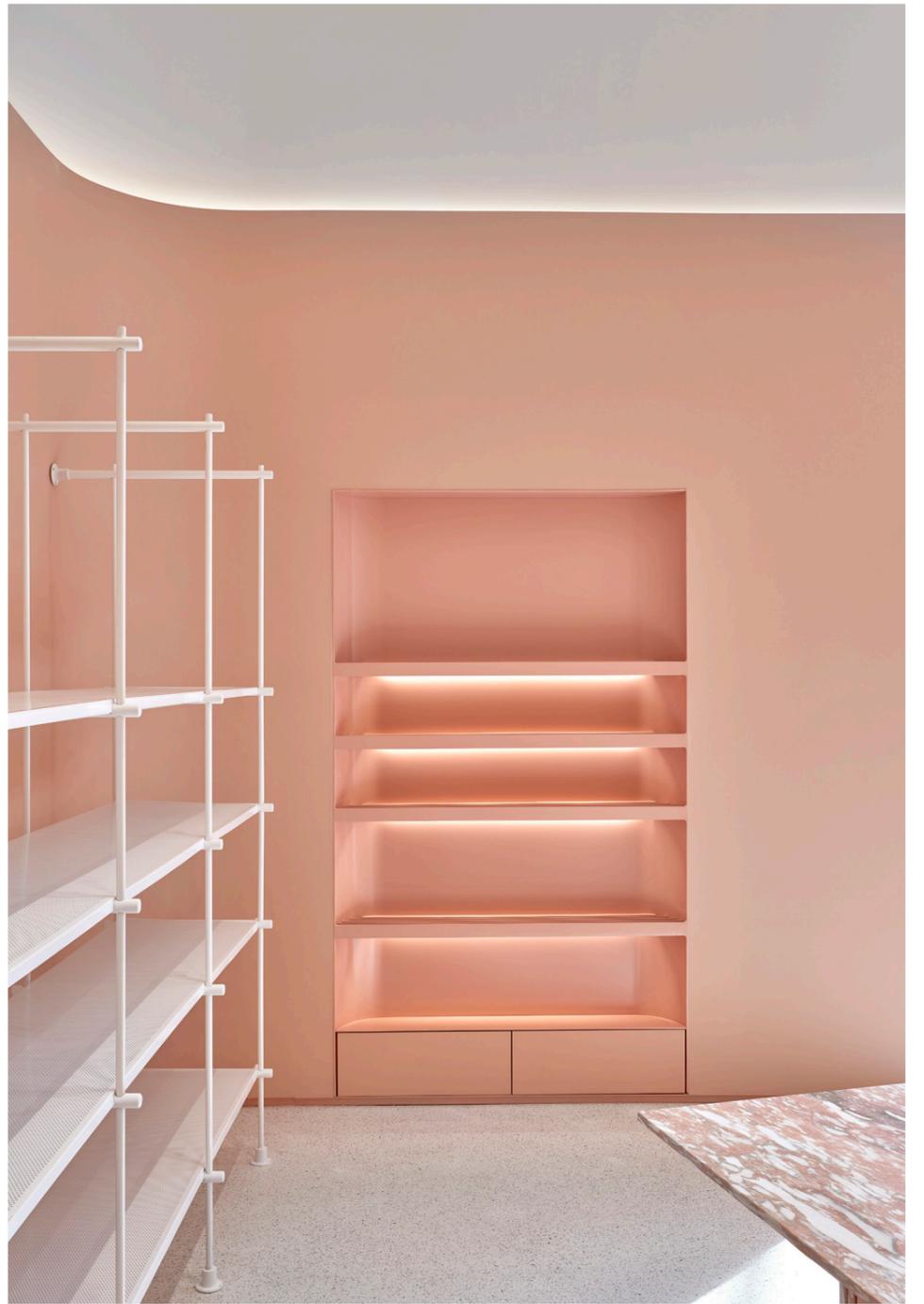
The recently opened Melbourne flagship store for The Daily Edited is a delicate balance of sweet sophistication and cool minimalism. While the brand is largely an e-commerce venture, the new Melbourne flagship was developed to offer customers the opportunity to visit and linger in a physical space, becoming immersed in a truly bespoke environment.

In response to the store's modest floor area (60sqm) decorative, ornamental elements were stripped away leaving a few key design pieces to stand comfortably and confidently as focal points within the space. The volume of the store is accentuated by an illuminated datum line which creates a greater sense of height and spaciousness. Custom-designed joinery elements including a natural stone table and point of sale bench take pride of place and double as precious, covetable objects.

Themes including rapidly advancing technology and the intangible qualities of e-commerce were a source of inspiration, influencing the forms and detailing throughout the interior. The design includes a subtle nod to space-age, futuristic aesthetics; soft light emits from behind the curvaceous walls and integrated joinery units. A sweeping curve wraps the interior from the entry in and around the four walls of the store. A reductive material palette including Norwegian rose marble, white terrazzo, and terracotta-tinged pink feels feminine but not fussy. While pink is undoubtedly the hero, the aesthetic leans toward a refined kind of grown up-cool.



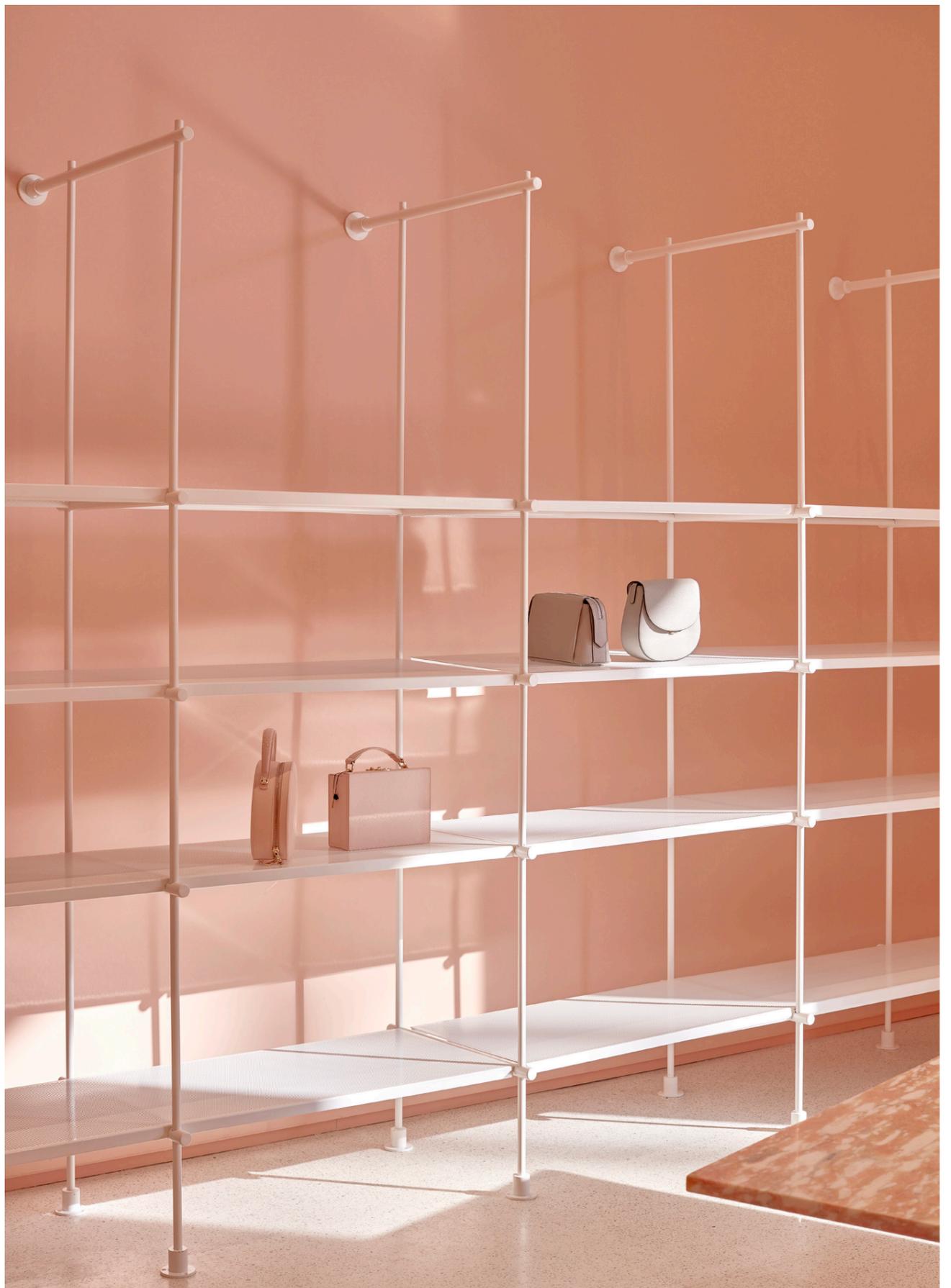
L-R
Curved wall
Window display
Custom marble table



L-R
Integrated shelf
Phone case display



L-R
Arch opening
Custom shelving unit



Project
The Daily Edited Flagship
Shop 347 Chadstone
Shopping Centre
1341 Dandenong Road
Chadstone
VIC 3148

Design practice
Pattern
1/24 Oodgeroo Gardens
Byron Bay, 2481
+61 418 184 997

Project team
Josh Cain
Lily Goodwin

Time schedule
Design, documentation:
5 months
Construction:
2 months

Builder
Storebuild Australia

Products
Walls and ceilings
Dulux Diva Rouge
Dulux Lexicon Quarter

Joinery
Norwegian rose marble to
benchtops
2pac paint in Dulux Diva
Rouge. White powdercated
custom designed shelving
with perforated aluminium
shelves

Floor finishes
Custom designed rug by
Designer Rugs
Terrazzo by Concrete
Resurfacing Systems

Feature lighting
Parachilna ABalls

Curtain
Fabric, Kvadrat 'Hero'

