

# design:retail



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JULY 2018 VOLUME 30 NO.6

DESIGNRETAILONLINE.COM

## GALERIA MELISSA

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# MINDFUL BEAUTY

**M**AKE-UP CONNOISSEURS received a delightful surprise with the opening of the new Hourglass Cosmetics at 42 Crosby St. in New York's SoHo neighborhood. Created with a luxury boutique setting in mind, the 830-sq.-ft. space features an ambient lighting bar, keratin lash treatments, personal make-up application, and a "hero product wall" featuring the brand's cruelty-free, predominantly vegan, and paraben- and sulfate-free products, along with masterclasses led by resident make-up artists.

Designed by New York-based O'Neil Langan Architects, this is the first East Coast brick-and-mortar store in the Hourglass portfolio, second to its flagship location on Abbot Kinney in Venice, Calif. Created with the intent of mirroring the Hourglass product design throughout the store, the space features captivating materials and visuals. A bold, backlit "Innovation is Luxury" art piece adds drama on the store's "hero product wall"—a display of brand equities in sculptural vignettes. The store design includes a blend of Calacatta marble, a bespoke champagne-gold metal finish, custom-made plaster with mineral aggregates, fluted glass, black concrete and walnut wood. Custom movable floor-to-ceiling screens can be positioned to create a private room for treatment and beauty applications.

"The design uses a bold mix of materials; from high to low, raw concrete to wood, marble to gold, honed marble to glistening fluted glass," says Mary Langan, partner at O'Neil Langan Architects. "The materials work together to create a sinuous environment, much like the way the formulas and the design of the product tools work together. The furniture pieces are all sculptural, much like the brand's packaging. The lighting and reflective materials work with the brand heroes, like the Ambient and Vanish collections."

Langan worked closely with Carisa Janes, founder and CEO of Hourglass, to also ensure that the design was in close alignment with the company's mission and brand values—such as its commitment to be 100 percent vegan by 2020.

"When people visit our store, I want them to live our Hourglass story of beauty meets science and technology," Janes says. "We want our customers to see and feel our commitment to innovation with groundbreaking formulas and beauty techniques."

— Heather Kristian Strang

