




Atkinsons



ATKINSONS
LONDON 1799



BOUTIQUE BURLINGTON ARCADE

The background of the advertisement features a repeating pattern of the Atkinsons crest and the text 'ATKINSONS LONDON 1799'. Overlaid on this pattern is a large, faint architectural drawing of a building's interior, with the word 'BURLINGTON' visible in large, stylized letters. The overall color palette is dominated by the brand's signature colors: a dark blue for the text and crest, and a light tan for the background.

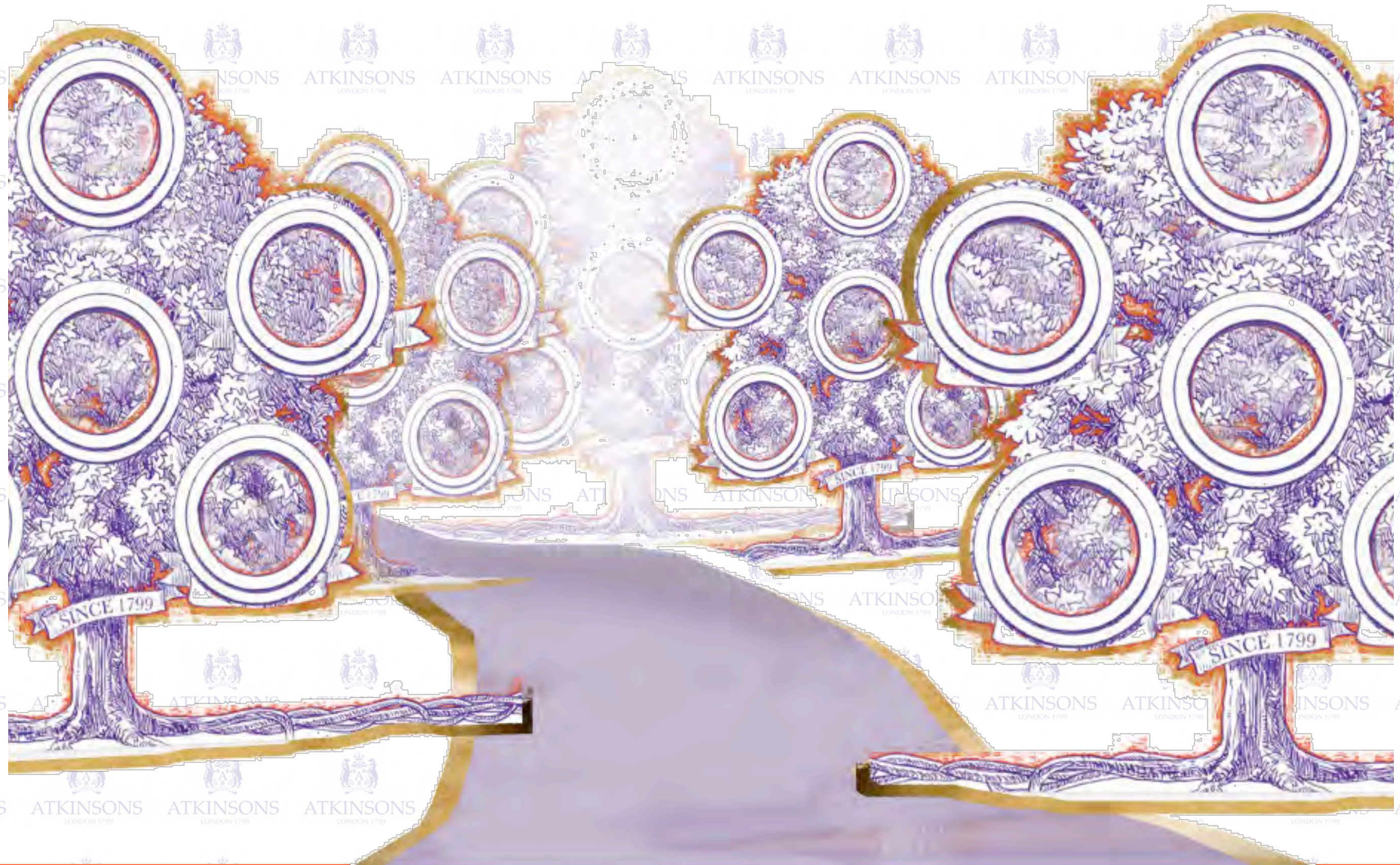


FOCUS on product

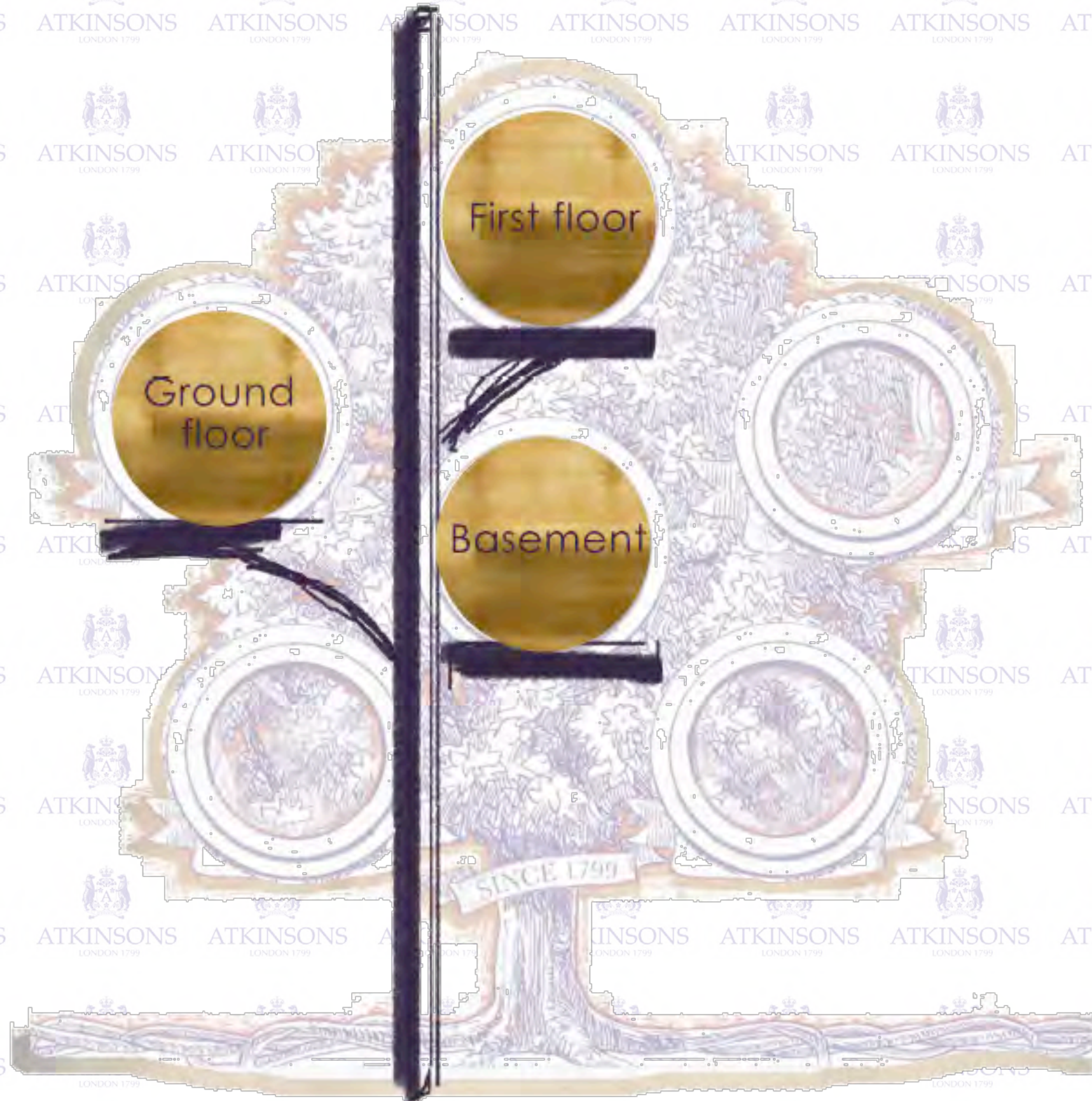
Magic and softness

STRENGHT

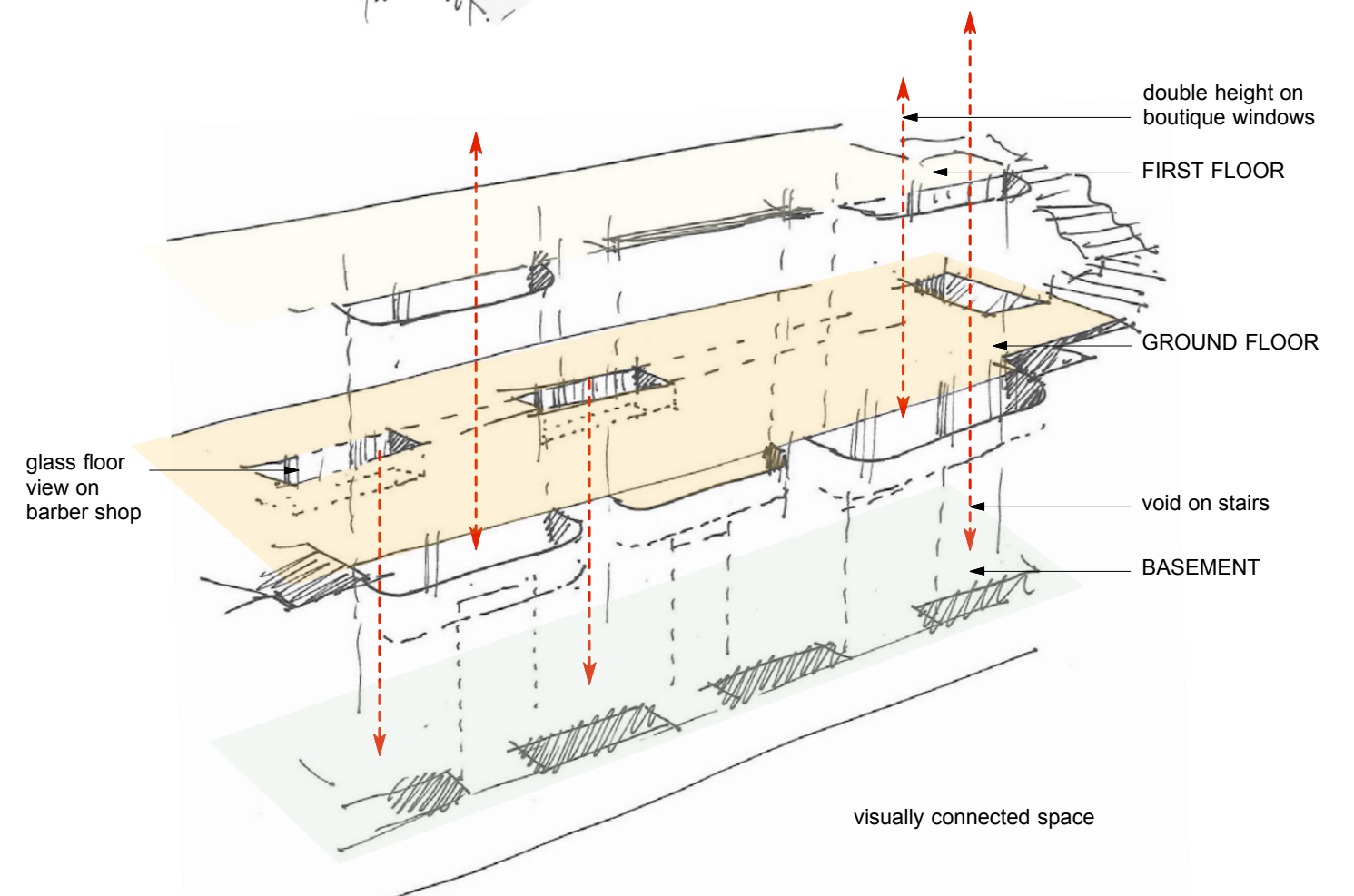
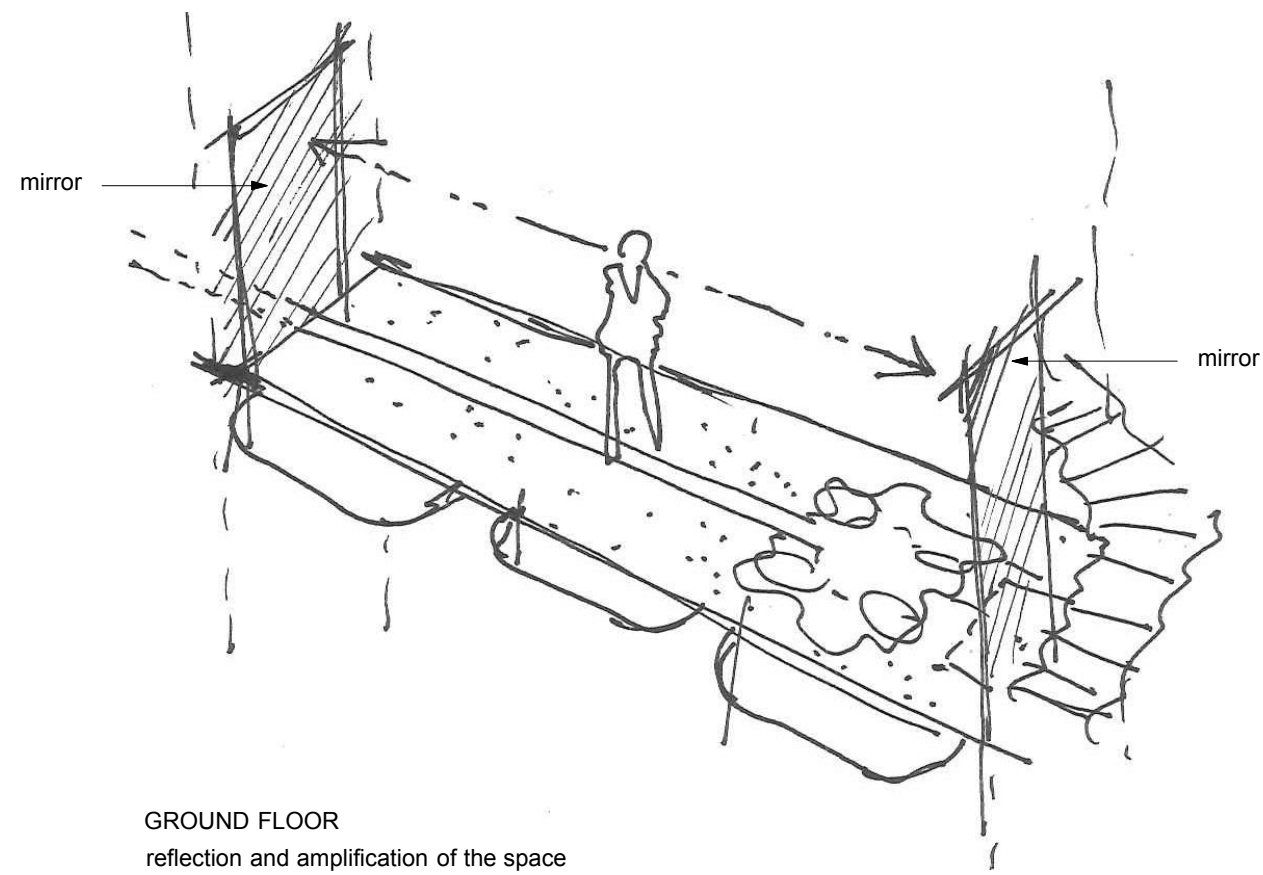
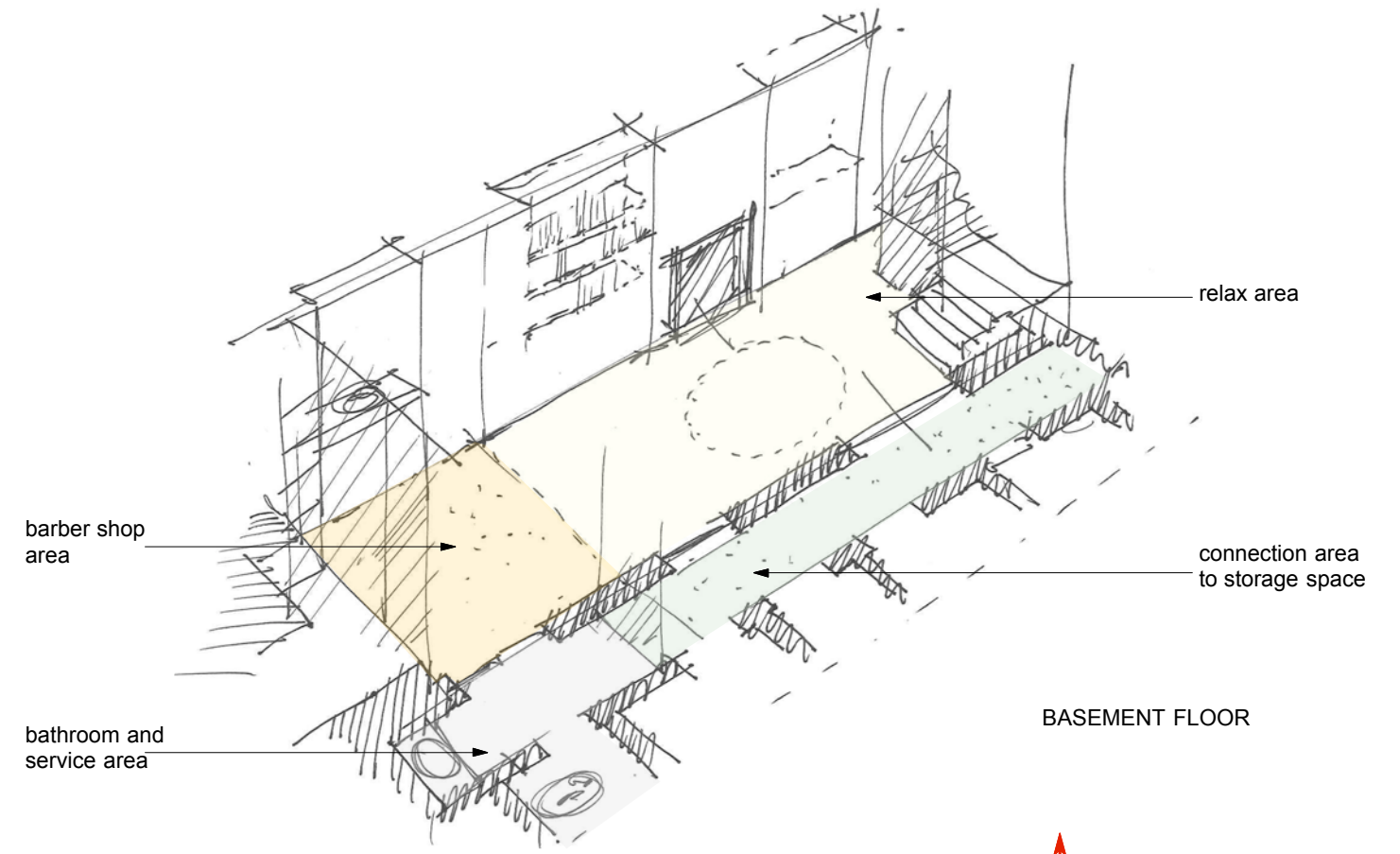
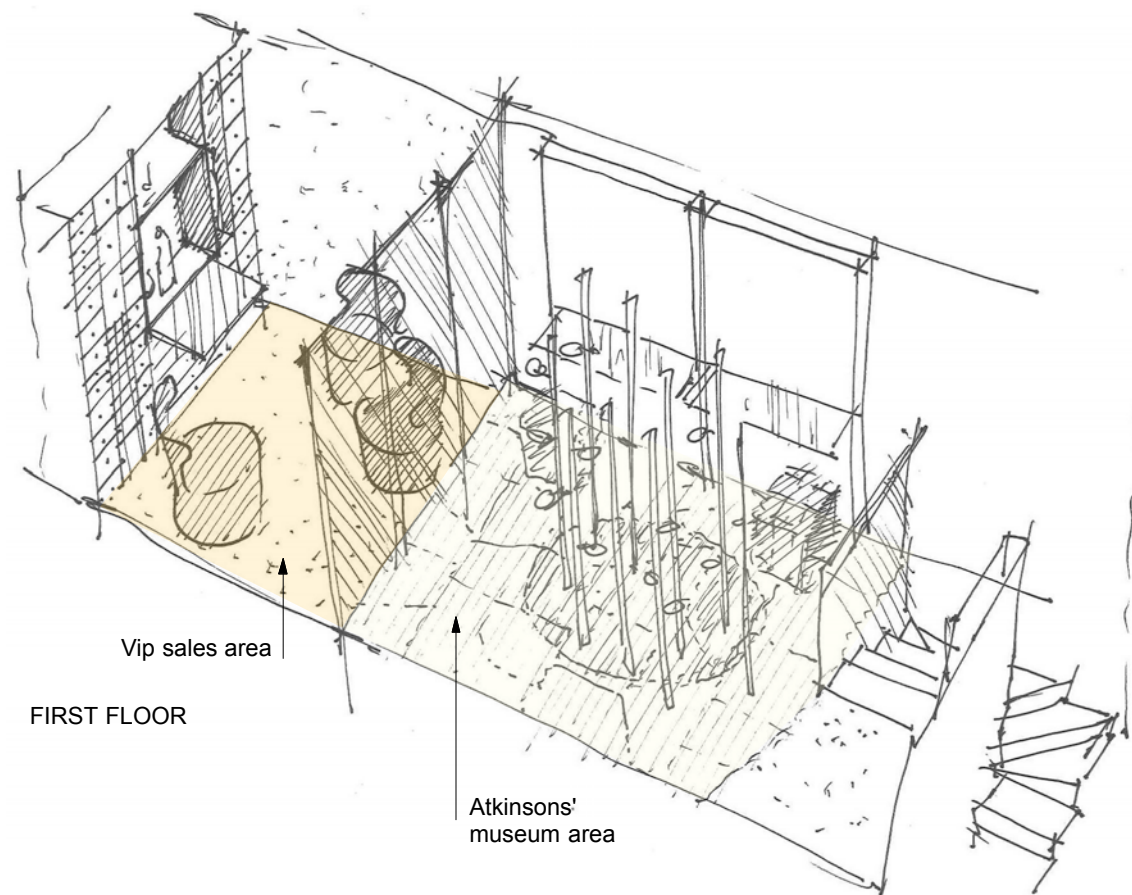
The space is modelled on the brand concept of tree



Imagine Atkinsons a beautiful wood where you can take a stroll...
Along the Heritage street you can find icons, simbols and solid brand values



As a branch on the tree the space becomes a DISCOVERY JOURNEY



Stroll along the Atkinsons' world

"Never being seen out on the town without a liberal spritz of your singularly special Atkinsons blend"

Elegance, lightness, style and classy ambience

Discover the perfumes and let the seductive fragrances envelope you



GROUND FLOOR - perfume bar



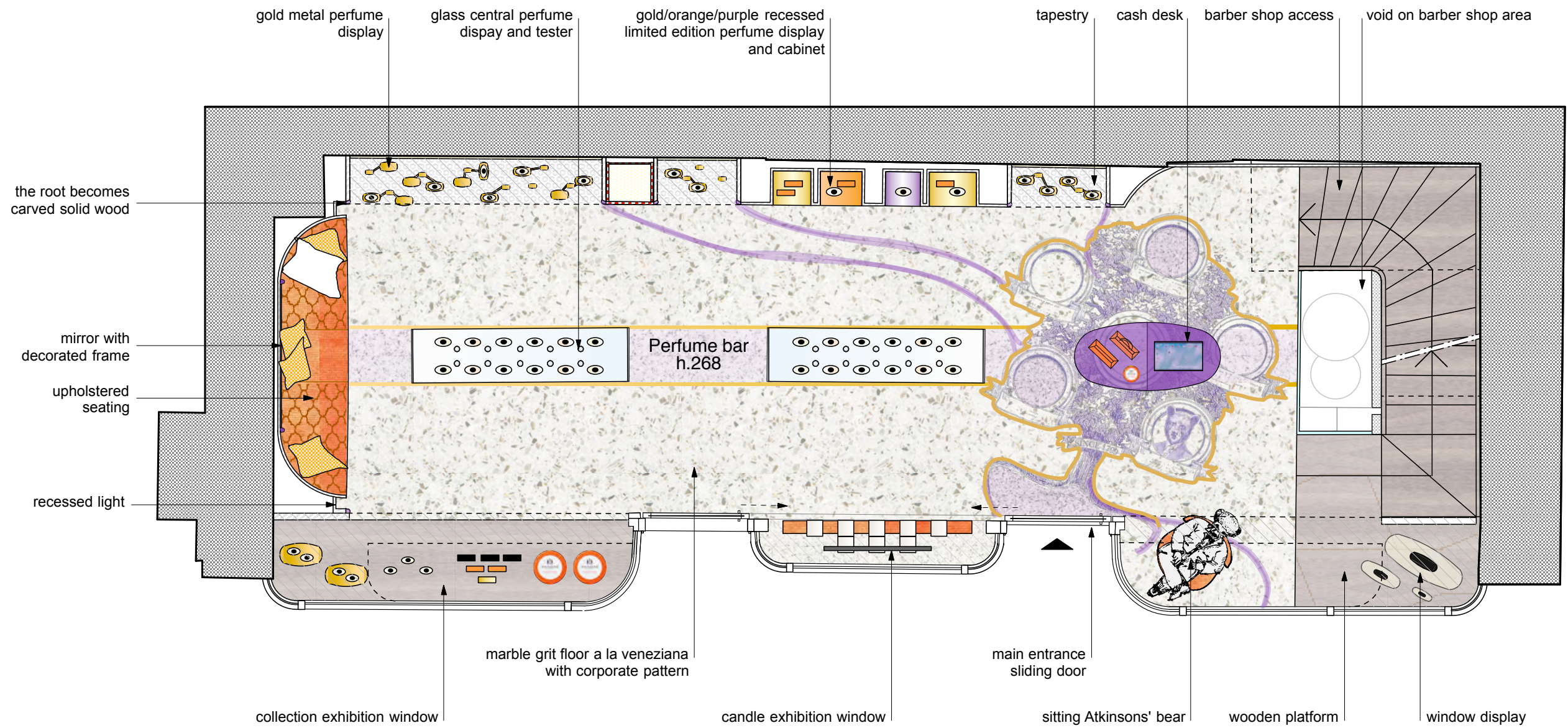
GROUND FLOOR
ENTRANCE VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
01





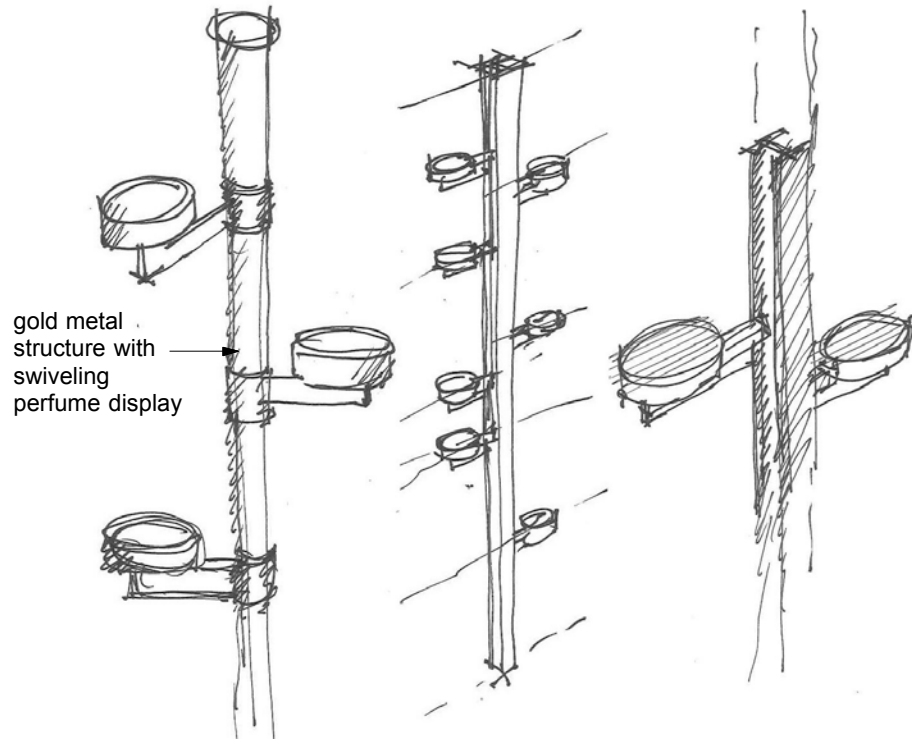
GROUND FLOOR
PLAN

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
02



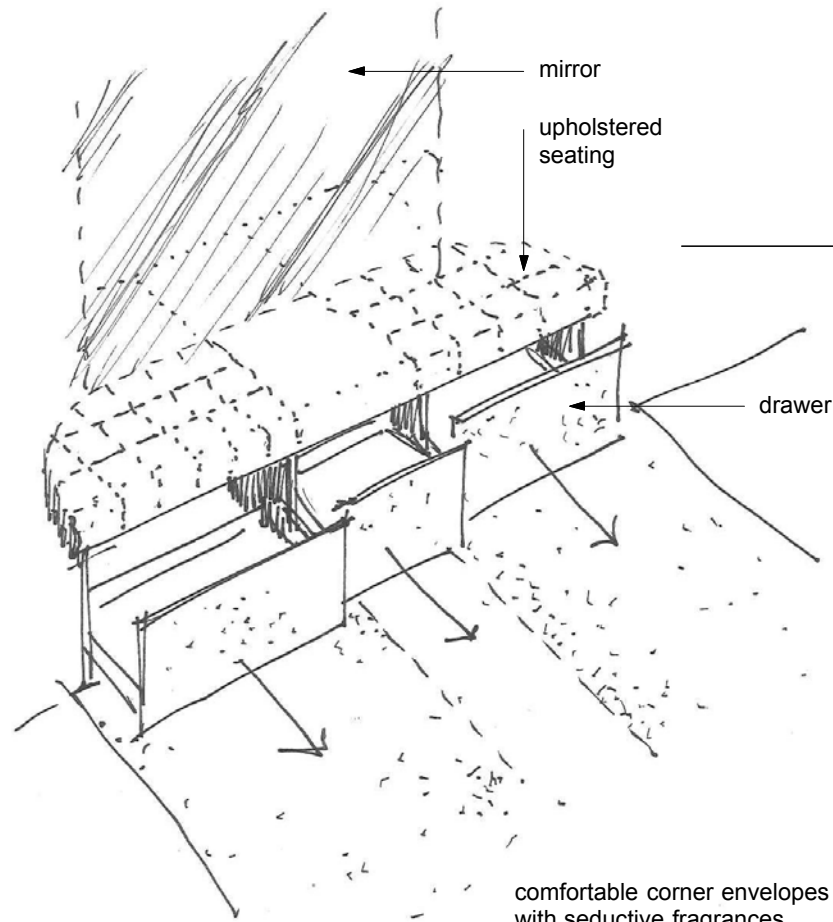
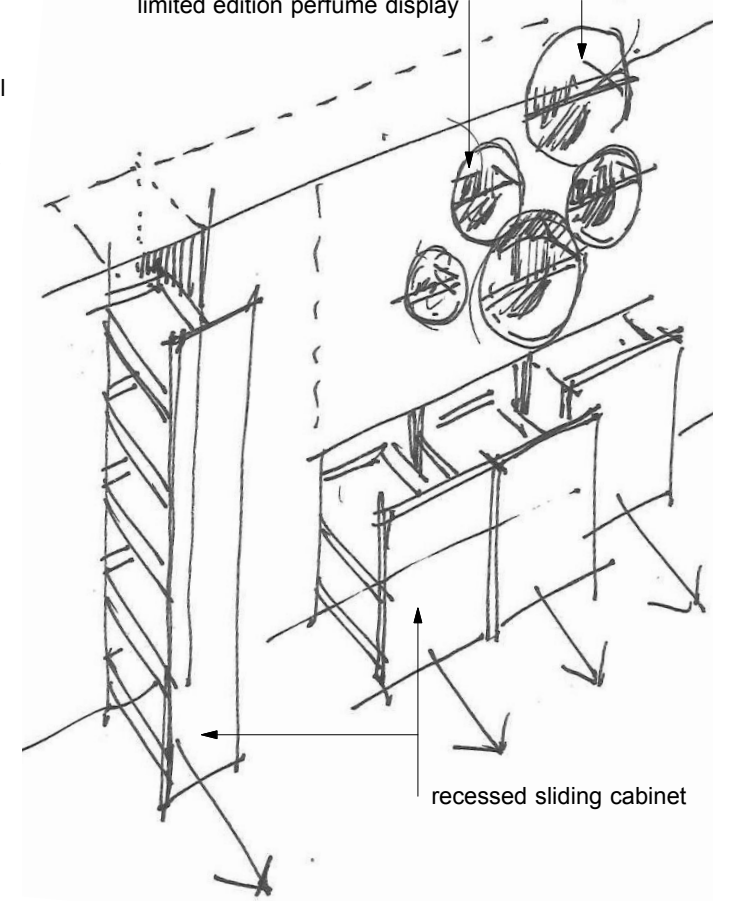
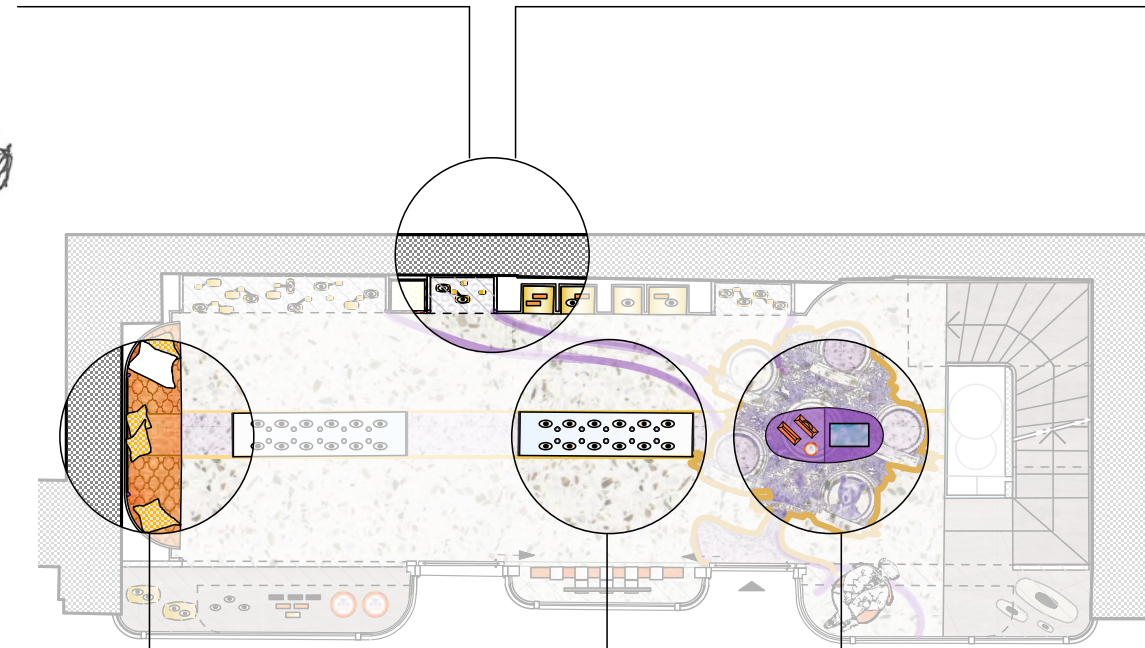


precious perfume display evoking the brand tree

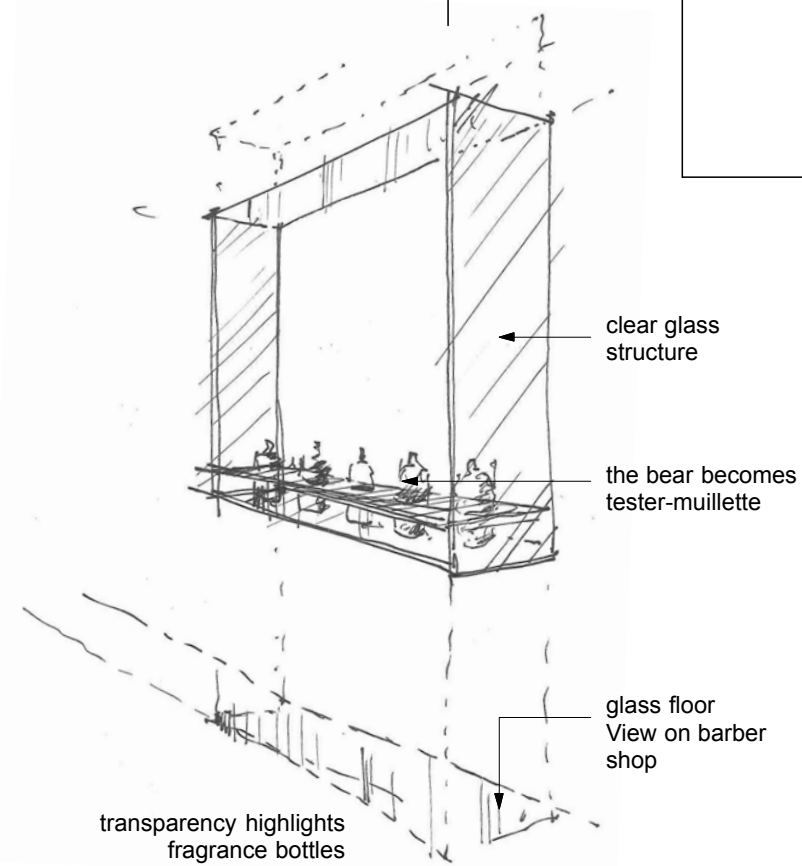
fitted wall

gold /orange/purple recessed limited edition perfume display

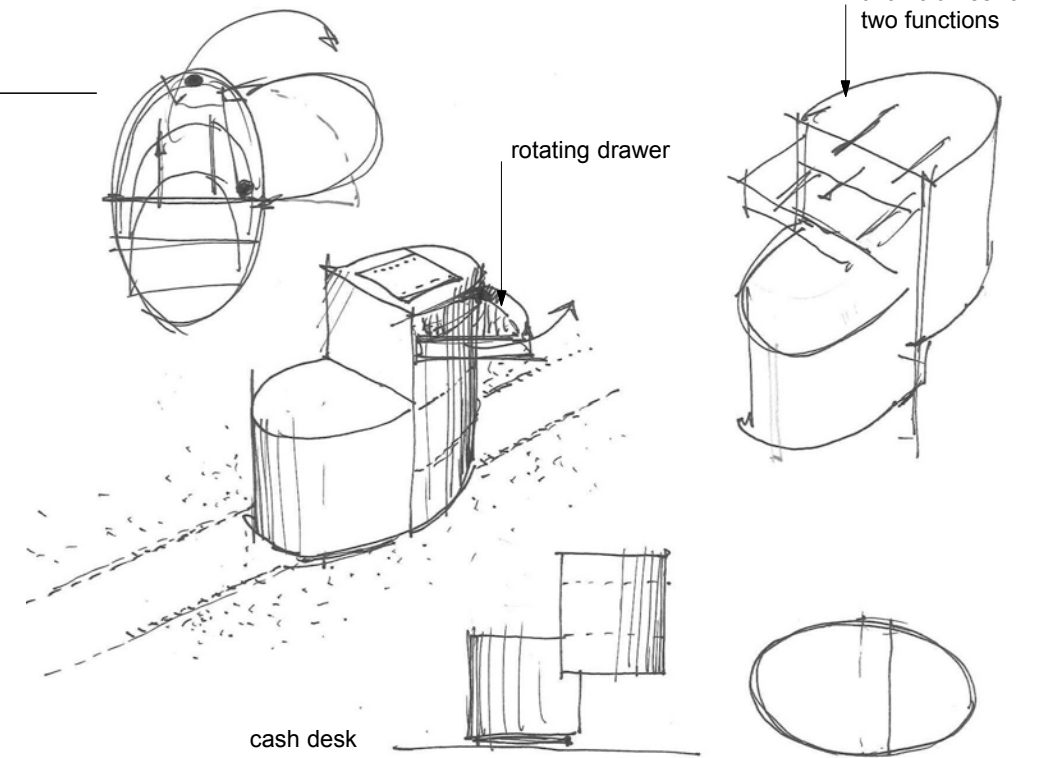
brand logo



comfortable corner envelopes you with seductive fragrances



transparency highlights fragrance bottles



GROUND FLOOR
IDEA

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
03





GROUND FLOOR
ENTRANCE

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30

DATE
gennaio 2017

DRAWING
04





GROUND FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
05

B&B
ITALIA
CONTRACT DIVISION



GROUND FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
05b





GROUND FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
06

B&B
ITALIA
CONTRACT DIVISION



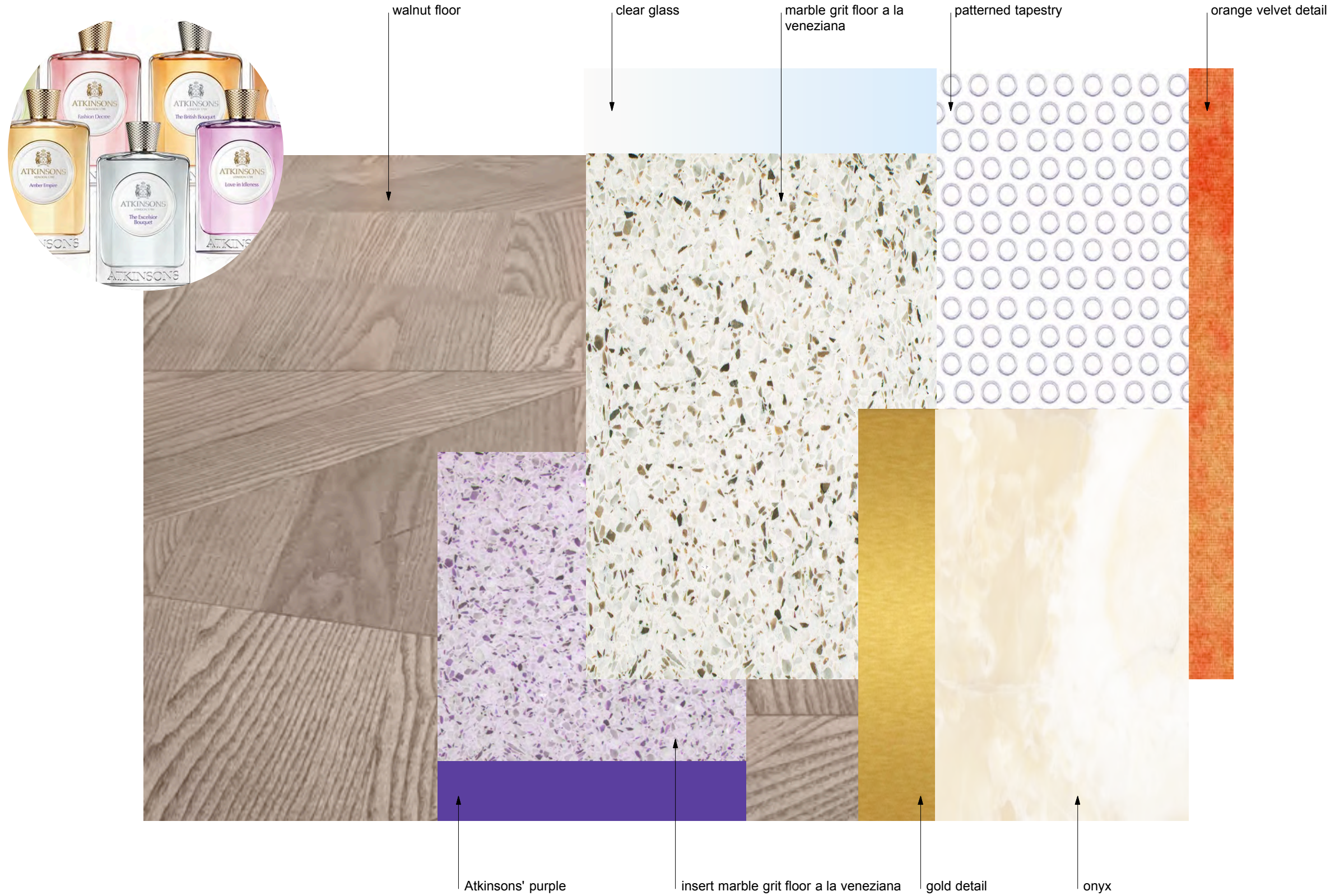
GROUND FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
06b

B&B
ITALIA
CONTRACT DIVISION



GROUND FLOOR
MOODBOARD

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
07



Traditionally British

It can never be surpassed, and never goes out of style

Eccentric style, impeccable manners and a snobbish eye for the detail

Relax and take care of yourself



BASEMENT - barber shop



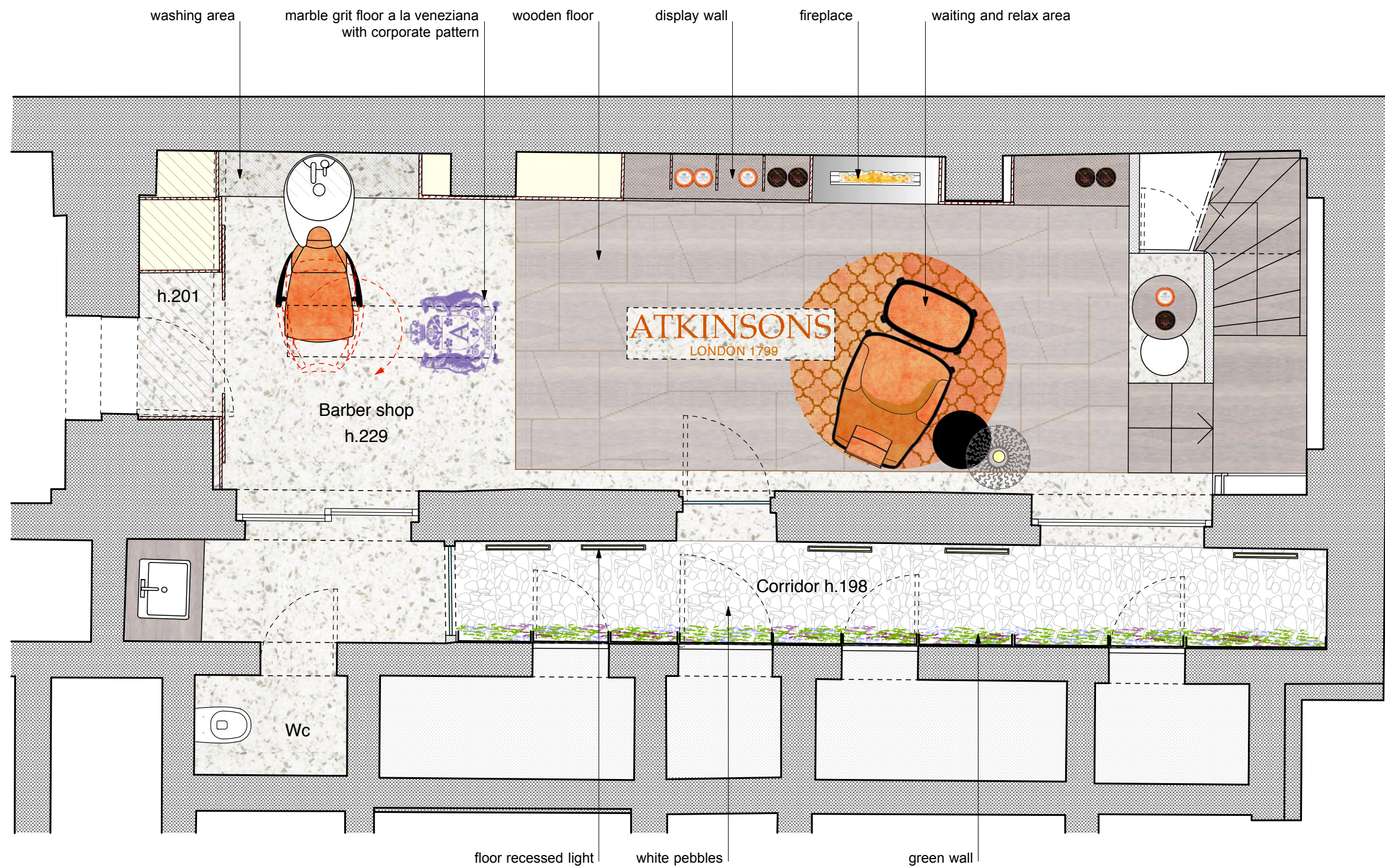
BASEMENT
VIEW

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
08





**BASEMENT
PLAN**

**BOUTIQUE BURLINGTON ARCADE
CONCEPT**

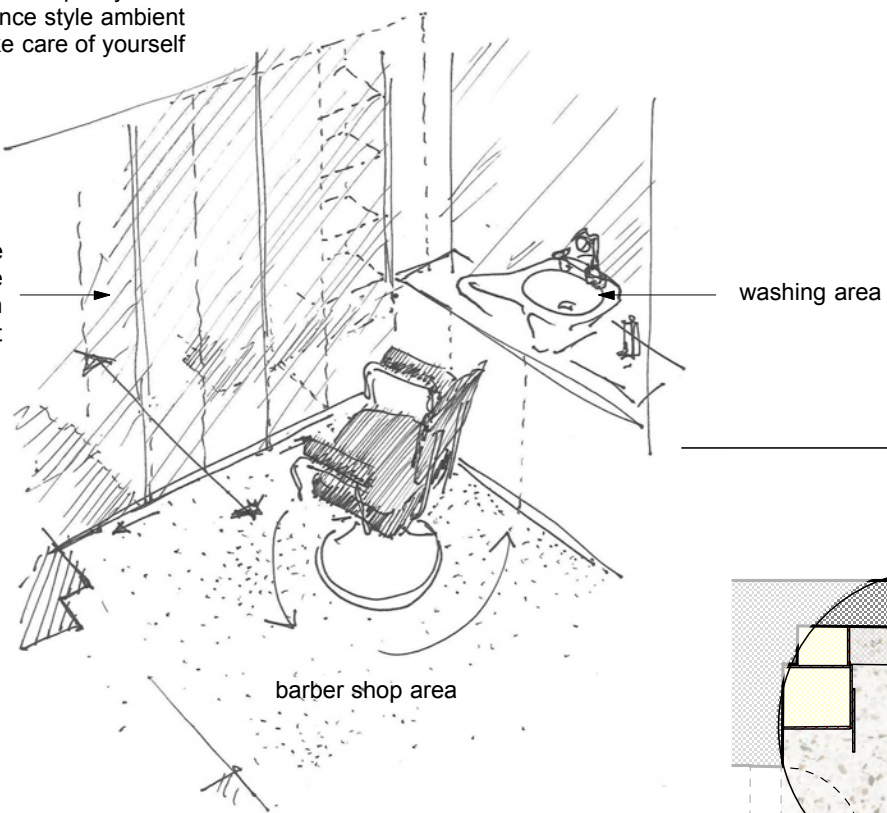
SCALE
1:30
DATE
gennaio 2017

DRAWING
09



create an sophisticated and elegance style ambient to take care of yourself

cover the service entrance with sliding cabinet



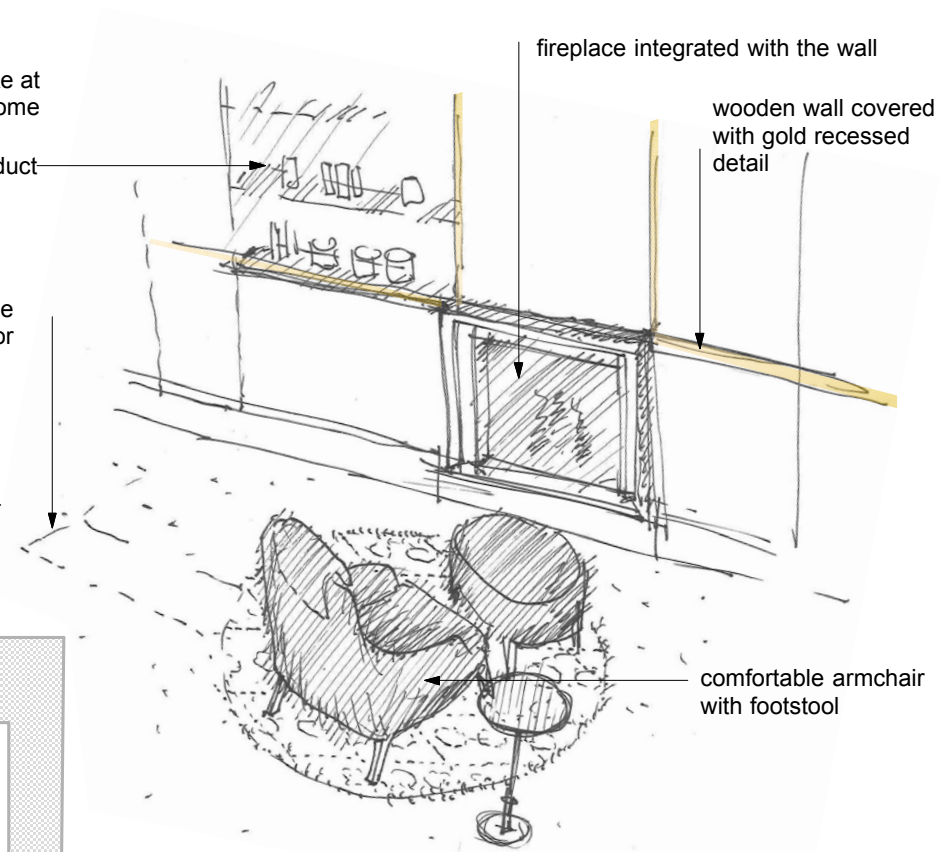
barber shop area

washing area

create an angle like at home

display product

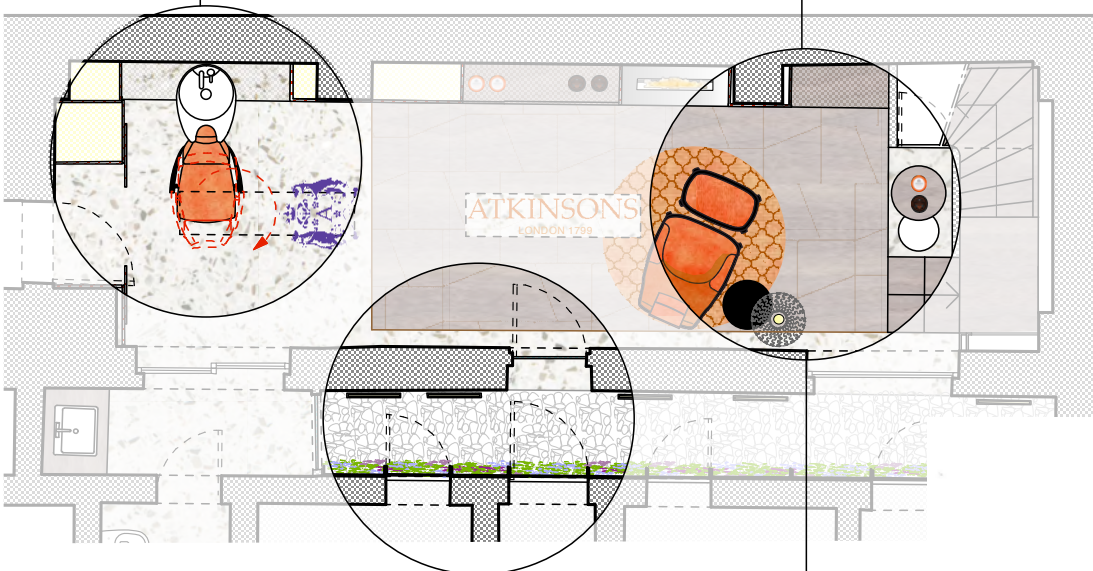
integrated logo in the floor



fireplace integrated with the wall

wooden wall covered with gold recessed detail

comfortable armchair with footstool



ATKINSONS

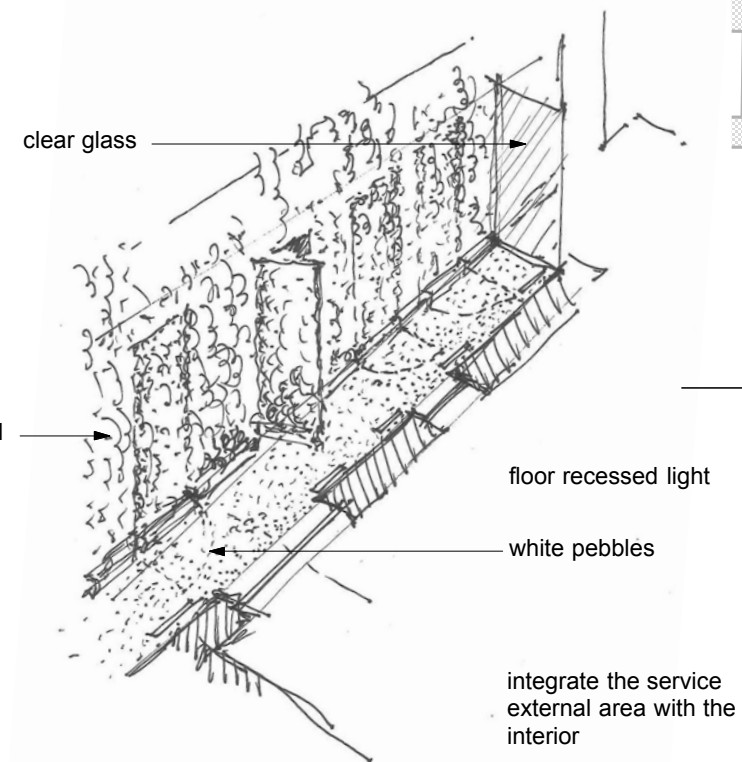
clear glass

green wall

floor recessed light

white pebbles

integrate the service external area with the interior



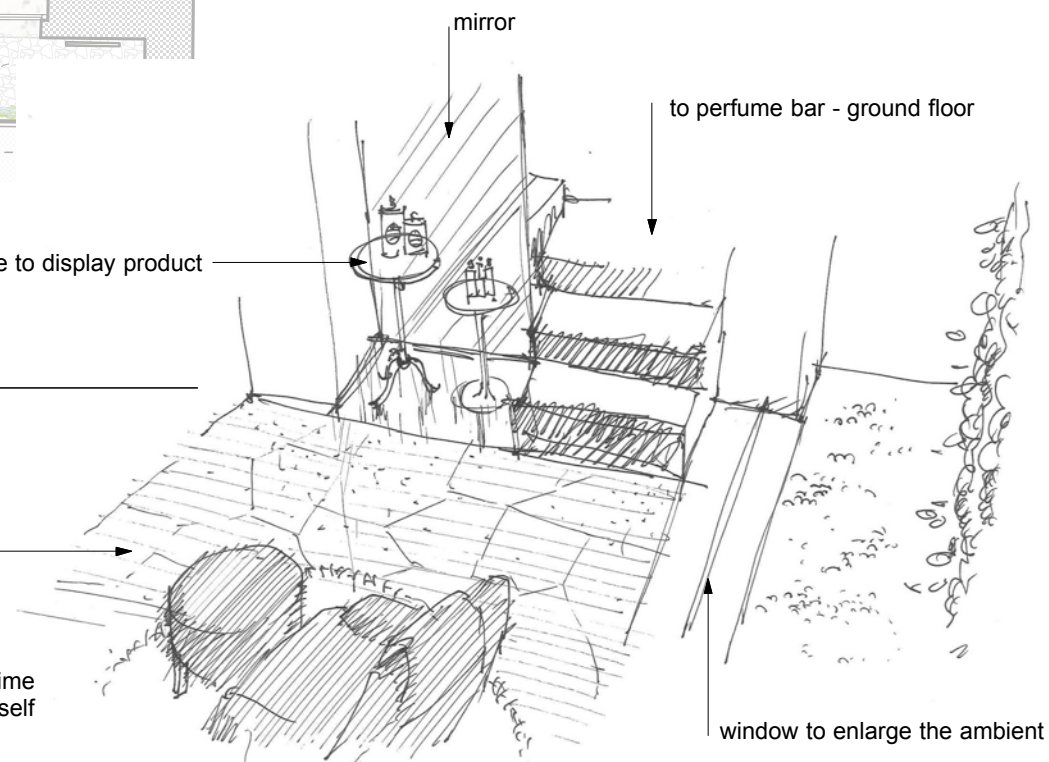
mirror

to perfume bar - ground floor

table to display product

wooden floor

relax area to take your time and take care of yourself



window to enlarge the ambient



BASEMENT
IDEA

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE
1:30

DATE
gennaio 2017

DRAWING

10

B&B
ITALIA
CONTRACT DIVISION



walnut floor

orange velvet



white pebbles

marble grit floor a la veneziana

black detail

orange decorated carpet



BASEMENT
MOODBOARD

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
11





Return of Atkinsons and its bear after a most delightful hibernation, utterly revived and ready to usher in a new century of gloriously fragrant perfume snobbery.

Look back on Atkinsons' history and feel the brand's allure

Take a sit and join it

Vivacity and flessibility through art happenings

Boost the brand and product image

FIRST FLOOR - Atkinsons's museum - vip sales area



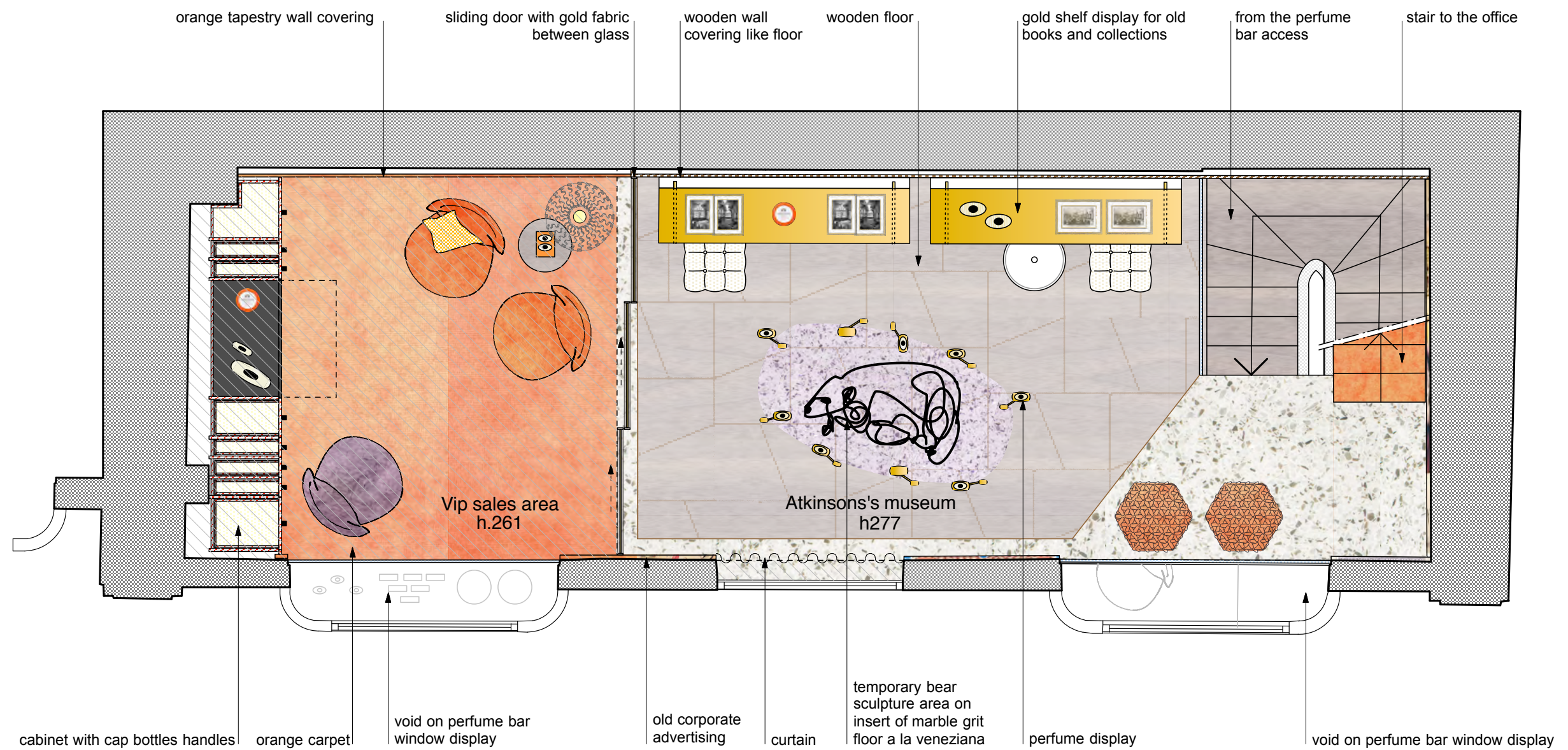
FIRST FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
12

B&B
ITALIA
CONTRACT DIVISION



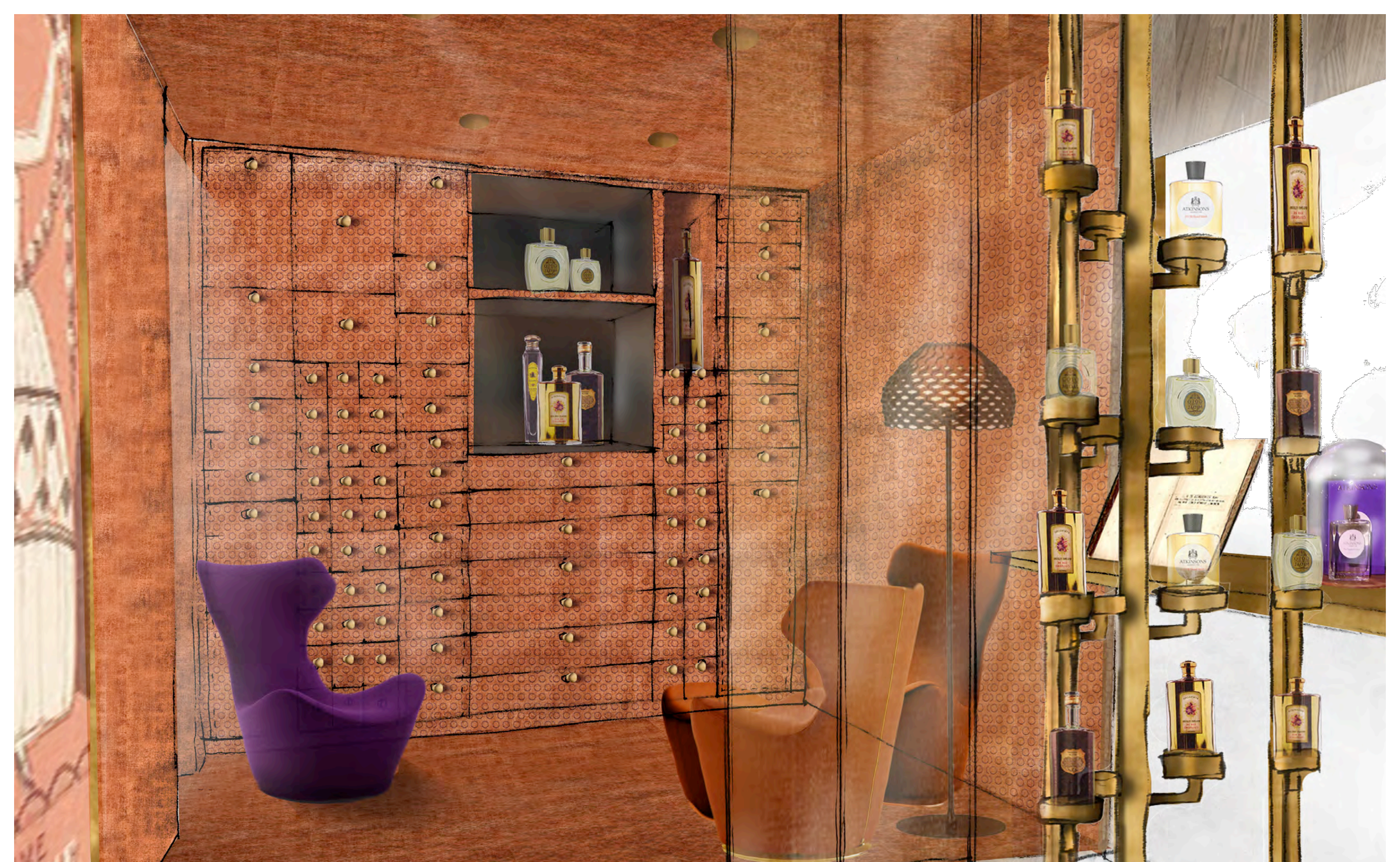
FIRST FLOOR
PLAN

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
13





FIRST FLOOR
VIEW

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
14

B&B
ITALIA
CONTRACT DIVISION



the cap becomes handle of the cabinet

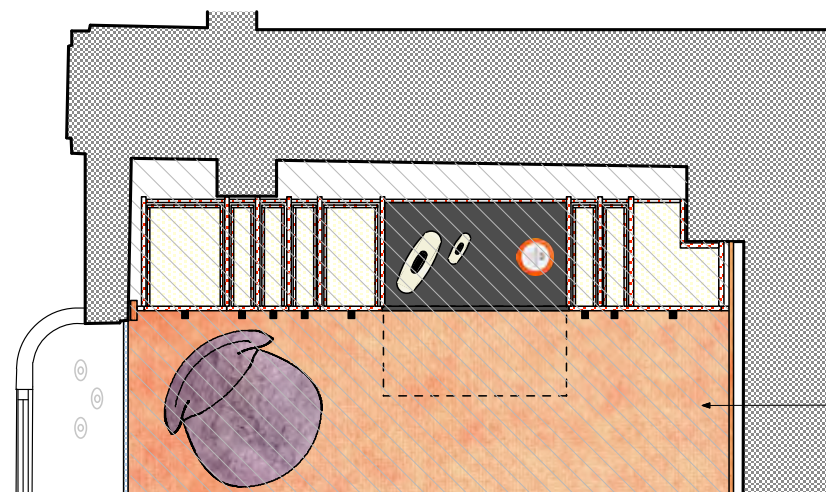


VIP AREA SALES CABINET

- black laquered back
- cabinet covered with orange velvet
- hinge door
- old collection bottles
- drawer
- pull out shelf
- Piccola Papillio by B&B purple velvet



Piccola Papillio by B&B purple velvet



EXTRACT VIP AREA SALES PLAN

- floor and wall covered with orange velvet



Old collection bottles display



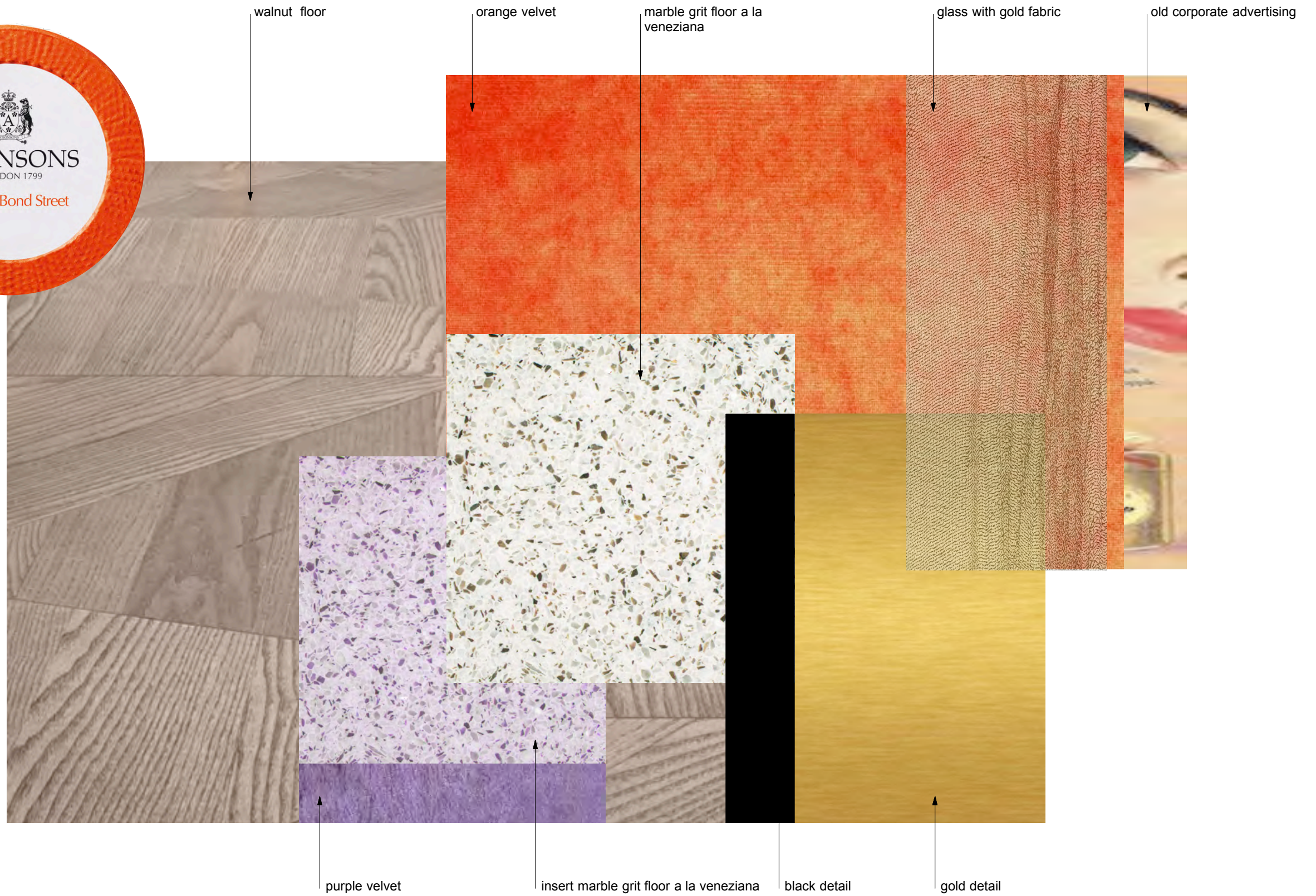
FIRST FLOOR
VIP SALES AREA

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
15





FIRST FLOOR
MOODBOARD

BOUTIQUE BURLINGTON ARCADE CONCEPT

SCALE 1:30
DATE gennaio 2017

DRAWING
16



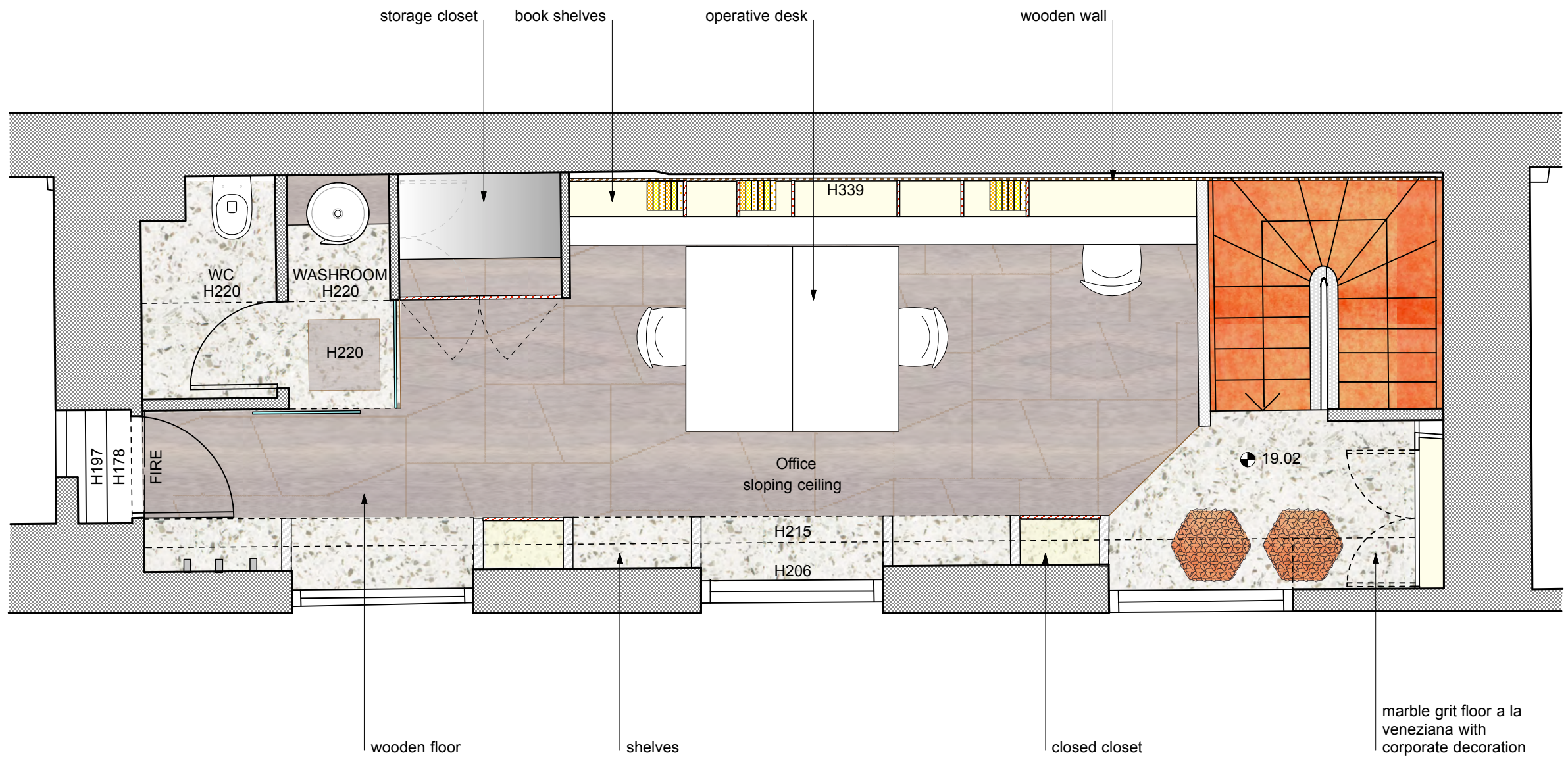
*Sartorial, Savoir-faire and Snobbery Scents of the poshest
perfumery persuasion, the kind that comes from two hundred
years of elegant eccentricity and timeless chic, which
an Atkinsons girl or boy has in Spades.*

Efficiency, elegance, promotion

Shield the brand



SECOND FLOOR - Atkinsons's office



SECOND FLOOR
PLAN

BOUTIQUE BURLINGTON ARCADE
CONCEPT

SCALE
1:30
DATE
gennaio 2017

DRAWING
17

