



DUNNES
STORES

schweitzer 

Facts & Figures

CLIENT

Dunnes Stores

SHOP NAME

Dunnes Stores Henry Street

LOCATION

Henry Street, Dublin, Ireland

SALES AREA

6.600 m²

OPENING

July 2022



The challenge

The Dunnes store on the renowned Henry Street in Dublin is one of the most important locations for this Irish family business. Schweitzer took on the challenge of not only bringing more shoppers into the store, but also increasing the length of stay through an innovative layout and design concept.

The concept

Spread across 5 floors, the store is home to the **largest product range** in the Dunnes retail estate, showcasing an original interplay of services, gastronomy and product zones. Service areas are merged seamlessly into product worlds.

In an ongoing process, add-ons to the various product departments are being integrated. For example, a barber-shop is planned within the men's area, the children's department will receive a "Kids Garden". Customers can expect a **holistic lifestyle and shopping experience**, which will be complemented by a grocery store in the basement and a free-flow restaurant with a terrace on the top floor.





Highlights

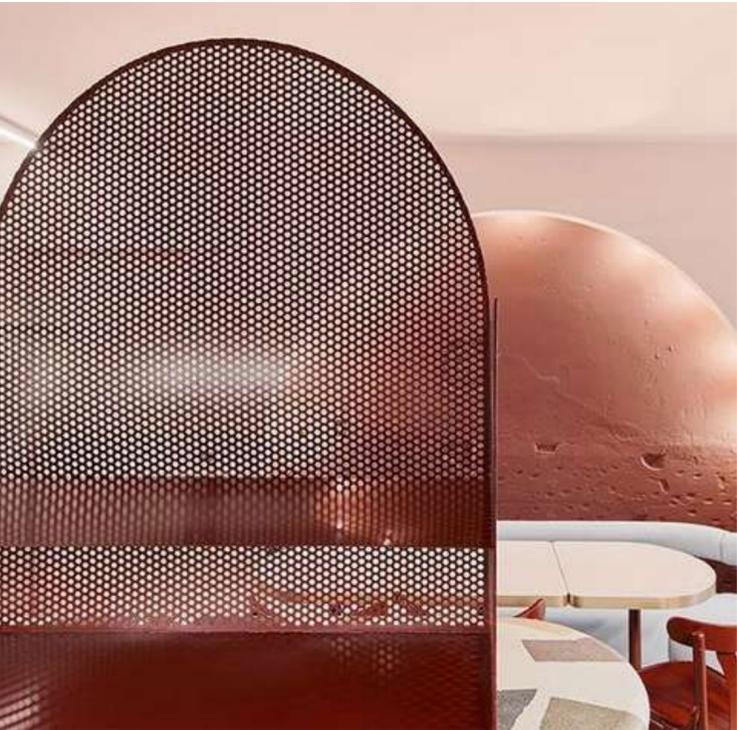
- . One-stop shopping and lifestyle meeting point: **a mix of products, services and gastronomy**. Visitors can already get styled and inspired at the hairdressing salon, shop for the latest fashion and discover new products. A trendy café completes the experience and makes Dunnes Henry St a favoured haven for shopping, enjoying and lingering.
- . Product islands and their staging are no longer defined by brands and product families, but by **seasonal and trend-oriented themes**, such as “back to school” or “home office”. Clothing styles are presented together with other relevant products from the beauty or home ranges to create matching themes. **Graphics and well-thought-out visual merchandising** offer a more complete overview.

Highlights

- . A **harmonious ambience** is created using a neutral backdrop. **Selected highlights** & stand out features are defined by use of intensive colour accents, light boxes and graphically integrated furniture pieces.
- . Customers are invited to explore the different themed worlds by means of a **free customer flow**.



Look & Feel



DESIGN + BUILD



DESIGN

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BUILD





Sportswear

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