



E.Leclerc
OLONNE-SUR-MER

INTERSTORE | schweitzer 

Facts & Figures

CLIENT

**E. Leclerc
Olonne-sur-Mer**

SHOP NAME

Le Marché de la Mer

LOCATION

**Olonne-sur-Mer,
France**

SALES AREA

approx. 800m²

OPENING

December 2018



The challenge

Located in the French town of **Olonne-sur-Mer**, the existing fishmonger's shop of E. Leclerc's owner family was expanded into a shop with an independent brand identity. To offer the residents of this popular tourist town another culinary attraction, the multifaceted "**Med' Le Food court**" and a modern Bistró were created in a second phase next to the spacious fish market hall. Together, these three areas offer their customers a colourful, diverse product range that focuses on quality and reflects the connection to the local coastal town.

The concept

- Traditional craftsmanship & gourmet workshop with a Mediterranean atmosphere: the designs combine **modern elegance & urban lightness**. The interior concept combines marble, wood, metal & tiles, inspired by the traditional Mediterranean markets of Spain and Italy. The overall image is characterised by the contemporary graphic concept: from the sustainably designed **packaging** to the traditional, authentic **workwear**.
- Extending over 460m², "**Le Marché de la Mer**" is France's largest fishmonger, leading the way in terms of freshness & locality. The catch of the day is prepared for sale and consumption directly above the market. The integrated aquariums again highlight the freshness & expertise. The blue colour scheme, the metal shelves & panelling are deliberately reminiscent of fishing nets and the lovely decorative elements immerse the customer in a maritime atmosphere.

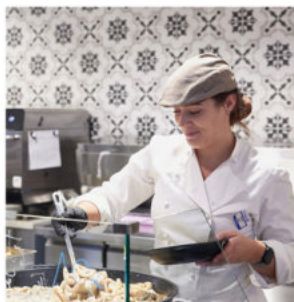




The concept

- Beside the fish market is the "**Med' Le Food court**" where customers enjoy fresh pizza from the stone oven, pasta dishes à la minute and **other delicacies**. In addition to the open baking & cooking counter, fresh quality products can also be found at the salad bar and in the self-service displays. Light wood tones contrasting with dark metal elements & industrial style lamps to create a **warm, modern atmosphere** & at the same time creating a visual harmony with the other zones.
- As a link between food court and fish market, the **Bistró** offers customers & guests a **space to linger**. The combination of industrial charm & predominant blue across furniture & wall surfaces round off the customer experience across all brands. High windows provide a high level of natural light, adding to the sense of freshness. In addition to speciality coffees, customers enjoy dishes from the food court served in the cosy seating areas.

Look & Feel







Build



TRAITEUR

FLET














Plat du Jour
Panzottos de moulet
aux herbes
ou
Blanquette de dinde à
la moutarde
→ 3€
3/4









es pizzas!

6,150€
7,100€
8,100€
9,100€
10,100€
11,100€
12,100€
13,100€
14,100€
15,100€
16,100€
17,100€
18,100€
19,100€
20,100€

ITALIAN ORIGINAL
good taste

Fraîcheur du Jour

MARCHÉ

we think retail.

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