



Gorman Booklover's Café

The design brief called for the development of a new retail concept for an existing retail space. The design solution aims to give Gorman customers a tactile and engaging brand experience which cannot be easily replicated online.

The design response introduces a Gorman bookstore-café which pushes the boundaries of the brand's offering as a women's fashion and homewares retailer. A completely on-brand experience has been crafted from the moment a customer walks through its doors. Gorman-clad baristas greet customers with a range of fresh, organic juices and local coffee roasts.

The focal point of the store is a bespoke handcrafted bookshelves featuring recycled ironbark shelving, filled with a highly curated selection of fashion, design and photography titles which mimics the creative vibrancy inherent within the Gorman brand. Walls are finished with a warm, earthy micro-cement render, which offset brightly coloured Gorman homewares adorned with colourful prints from local artist collaborations.