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H&M  
Melbourne

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## Overview

Location:	Bourke Street, Melbourne
Distributor:	DAAC
Product:	OneBlinds
System:	Motorised
Qty:	5

"H&M Melbourne aimed to modernise its retail space while reinforcing its brand identity. OneBlinds with printed messages, served as both functional window coverings and branding elements, adding a distinctive touch to the retail environment."

## Objective

To elevate the brand identity and enhance the visual appeal of H&M Melbourne's retail store on Bourke Street through the implementation of Motorised Blinds featuring custom-printed branding messages, seamlessly integrated to complement the store's minimalistic aesthetic.

## The Solution

As visual appearance is paramount in the world of fashion, and H&M Melbourne stands as a beacon of retail perfection. Every detail, from the storefront to the interior, was crafted to meet stringent visual guidelines set forth.

Our solution for H&M Melbourne involved the strategic integration of Motorised OneBlinds featuring custom-printed branding messages. To ensure a seamless and unobtrusive appearance, blinds were recessed into the ceiling intersections, eliminating any intrusion into the window aperture. This approach not only maintained the store's sleek and minimalistic appearance but also allowed the blinds to blend harmoniously with the surrounding architecture. By integrating the blinds in this manner, a sophisticated and visually pleasing solution was achieved to perfectly complement the overall design concept of this retail space.

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