

Program Summary:

The redesign of Mignon Faget's Lakeside Shopping Center store focused on enhancing customer engagement and product accessibility, while reflecting the businesses updated branding.

Program Statement:

This retail renovation transformed Mignon Faget's outdated, Grecian-inspired store into a contemporary space aligned with the brand's modern identity. The original layout lacked cohesion, and display cases were positioned too low, limiting customer engagement. The redesign restructured the spatial organization and circulation to enhance visibility, accessibility, and flow throughout the store.

Grounded in a nine-square grid system, the new plan offers intuitive navigation, with subtle shifts in the grid to accommodate key programmatic needs and center the entry experience. A sculptural accent wall inspired by the brand's Knots & Bows collection introduces a soft, fabric-like movement to balance the clean, linear geometry of the custom jewelry cases.

The corner location, which receives foot traffic from multiple directions, informed the exterior approach. A wood-slat feature wall breaks up the expansive glass façade and incorporates integrated shelving and an illuminated logo, drawing attention to the store from all angles.

Lighting, materials, and fixture placement were designed to prioritize product visibility and encourage customer interaction. The resulting space invites exploration while increasing product engagement and overall sales performance.

A-75.01

Building Area: (sf)
2310 SF

Cost per Square Foot:
\$290

Construction Cost
\$670,000

Date of Completion:
2024

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Streamlined Entry

Prior to the renovation, disconnected layout, outdated finishes, and limited product visibility created barriers to customer engagement and brand recognition.

Now, a redefined entry sequence and clear sightlines guide customers through the space, anchored by the brand's identity.

Images

Before (Bottom); After (Top)



A-75.03

Exterior

A custom wood-slat accent wall with integrated shelving and illuminated signage adds texture and dimension, creating a standout presence within the mall's interior corridors.





A-75.04

Exterior

A custom wood-slat accent wall with integrated shelving and illuminated signage adds texture and dimension, creating a standout presence within the mall's interior corridors.

A-75.05

Strong Brand Recognition

Previously, large pillars and thick millwork made it hard for customers to easily view the jewelry.

Now, clean lines and an open layout create a cohesive environment that enhances the overall shopping experience.

Images

Before (Bottom); After (Top)





A-75.06

Design Inspiration

Inspired by the brand's signature Knots & Bows collection, this sculptural accent wall introduces an undulating, fabric-like form that adds movement and texture to the space. Its presence contrasts beautifully with the clean, geometric lines of the custom jewelry cases.



A-75.07

Design Inspiration

Inspired by the brand's signature Knots & Bows collection, this sculptural accent wall introduces an undulating, fabric-like form that adds movement and texture to the space. Its presence contrasts beautifully with the clean, geometric lines of the custom jewelry cases.



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Brand Cohesion

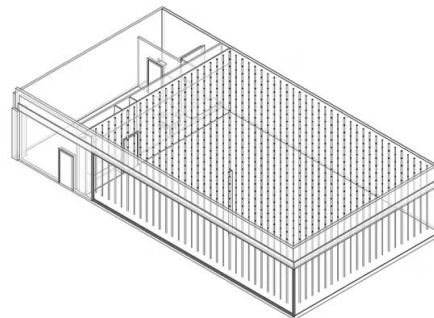
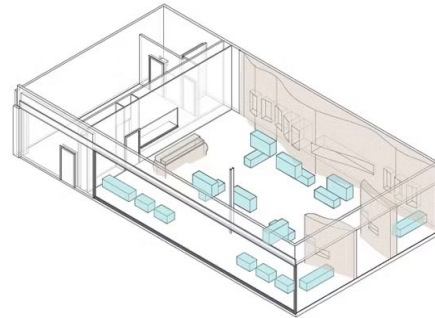
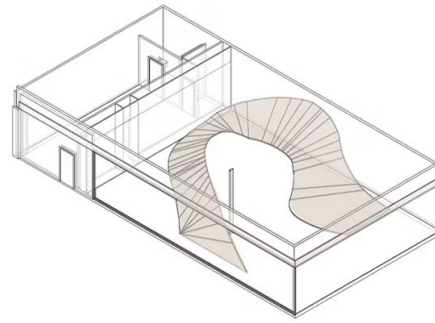
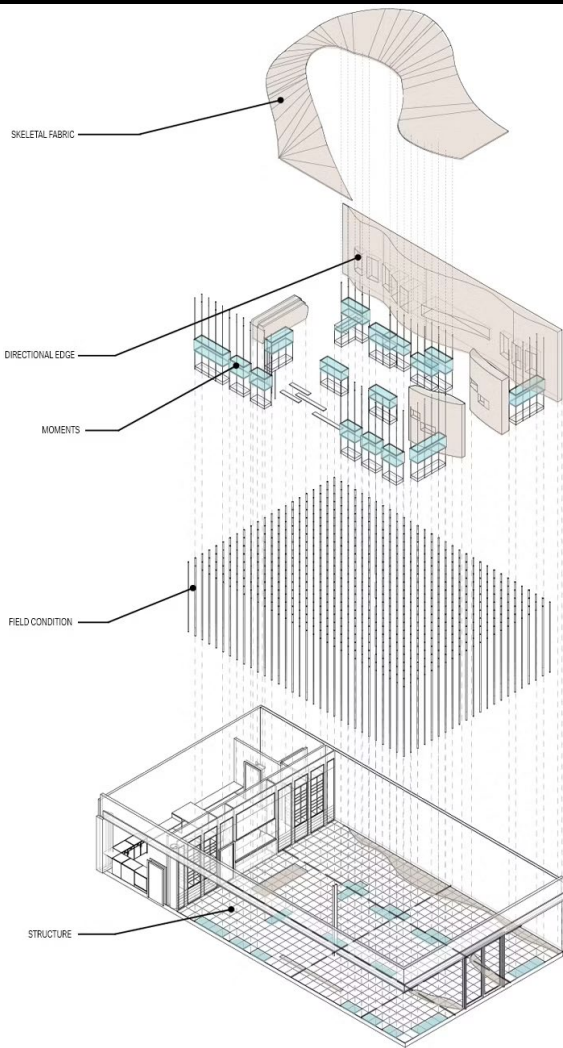
The undulating form of the cash wrap creates a connection with the sculptural accent wall, while serving as a functional centerpiece. Framed by the brand's new jewel-toned color palette, the glowing logo and black tile backsplash highlight Mignon's refreshed identity. This placement ensures a visually striking and cohesive experience from the front of the store to the point of purchase.



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Clarity

No more crouching or head-tilting thanks to the custom elevated all glass display cases.

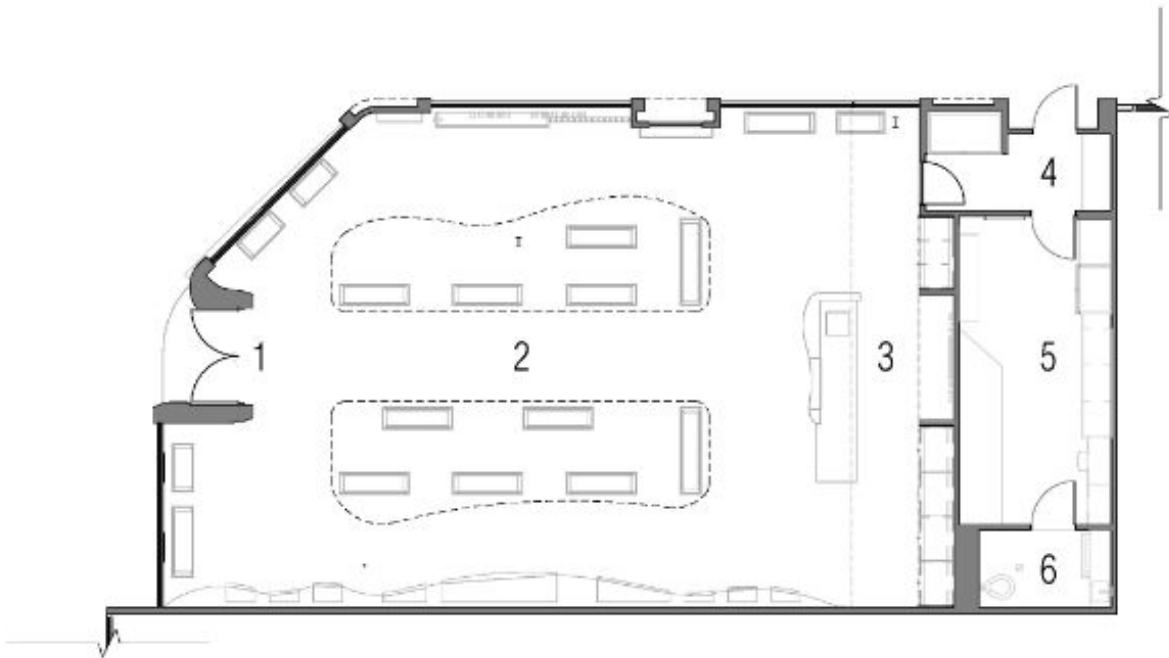


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Axon

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Floor Plan



1. ENTRY 2. SALES FLOOR 3. POINT OF SALE 4. SHIPPING 5. BACK OF HOUSE 6. RESTROOM