



PROJECTS WE LOVE



Project: **Lindex - new store concept**
Country: Sweden, Norway, Russia, etc.
Architecture firm: Lindex Inhouse
Collection: Bolon Graphic, Bolon Now, Bolon Bkb
Area: 600-800 m² (average store)
Year: 2011-

BOLON BRINGS INSPIRATION TO LINDEX'S NEW STORE CONCEPT

Bolon plays a crucial role in Lindex's new store concept with a solution that is being implemented in all new and redesigned stores of the Swedish fashion chain's 480 stores in the Nordic and Baltic countries, Europe and the Middle East. Lindex is setting the bar high, aiming to create a world-class store environment and fashion experience with a focus on inspiration and sustainability.



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Sofia Sterner

Challenge:

EXCEED EXPECTATIONS

Lindex won the "Interior Concept of the Year" award at the 2009 Habit Fashion Awards so its stores already have a high profile. When Lindex announced that it was moving its concept to the next level, with a focus on creating an even more inspiring setting, expectations were therefore extremely high. Lindex has also gone one step further with regard to environmental responsibility and has worked with "Basta" to achieve environmental certification for interior design. "Initially, we were looking for a material that would provide an alternative to clinker bricks and would harmonise with ceramic tiles. Textile floor coverings came up as a possibility, but the operation and maintenance costs were too high. **We were immediately impressed by the sustainability of Bolon's products. The floor covering was first put through its paces in our test store in Uddevalla and it still looks amazing today.** The standards are very exacting. The floors are expected to survive twelve years of normal store traffic," says Sofia Sterner, Retail Concept Manager at Lindex.

Vision:

WORLD-CLASS STORE CONCEPT

"The watchword was a first-rate concept. **We wanted the large features, like the floor and ceiling, to help us create a different sense of space and place,**" says Sofia Sterner. It was also essential to achieve sustainability, with low operation and maintenance costs, combined with a sense of warmth and softness. "Fashion is fun! We want Lindex stores to be inviting, inspiring and exciting," Sofia Sterner continues.

Solution:

THE FLOOR AS AN ASSET

Sofia Sterner says, "We have exceedingly attractive flooring that helps us to sell Lindex. **Bolon is now a valuable component in our new store concept.** Some of our stores, such as the one on Karl Johan Street in Oslo, have Bolon flooring throughout. We've also started experimenting with tiles of various patterns (Bolon Studio: the Now and Bkb collections). The average is about 600-800 sqm per store. We are trying to avoid a closed-in feeling with walls and are working instead with different settings. We want certain areas, like the fitting rooms and kids section, to stand out clearly and we're using the floors to help achieve that," Sofia Sterner explains. Major establishments are now planned in Russia and other countries. Sofia Sterner concludes, "**We are extremely satisfied with our concept and we're already considering new ways of working with Bolon.** It's also reassuring and pleasing to have the approval of the property owners - they love our solutions, which are unique and practical in terms of care and maintenance".