

# feminine Charms

kookai

Emporium Shopping Centre, Melbourne

www.kookai.com.au

Tú Projects (Builder): 1300 659 399 or tuprojects.com



High quality and affordable with a Parisian chic twist, Kookai is an Australian women's fashion label with 34 boutiques located across Australia and New Zealand.

This beautiful new store is positioned on the second level within the freshly 'reimagined' Emporium Shopping Centre in Melbourne. The shopping centre itself is home to the largest Australian designer precinct nationwide and located in the heart of Melbourne's CBD. Kookai was one of 11 projects at the Emporium Shopping Centre that Tu Projects has a hand in and despite the busy schedule of juggling multiple projects at a time, all developments have been finished by the deadline and to the satisfaction of the clients.

The concept of this store is all about elegance — it truly embodies Kookai's core values by creating an essence of femi-

ninity and allure. The shop front of this store sets the tone with light coloured, large marble stone bricks broken up by the square-shaped glass display window, generous store entrance, and lit-up store branding.

The use of light colours and symmetrical shapes is carried on throughout the inside of the store. Features within the store include laser-cut ceiling panels, beaded curtains, wooden POS counter with glass display counter, mid-sized jewellery display unit with mirrored side panels, rail clothing displays throughout, and marble wall cut-outs for product display.

Tú Projects is justifiably proud to be associated with this iconic Australian brand and has now built or refurbished 12 Kookai stores in the last two years. **venue**