



GYMSHARK

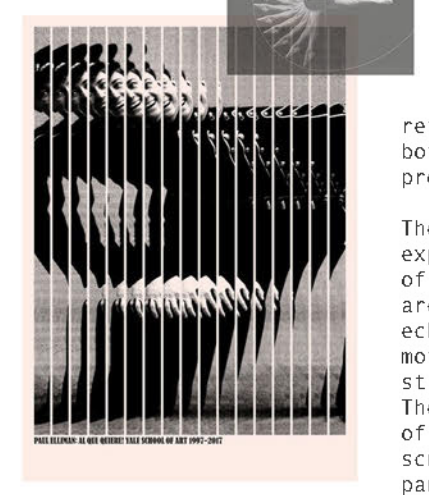
Westfield Retail Store

This interior design project is for the upcoming Gymshark retail store located within the dynamic Westfield shopping centre. The vision was to create an immersive, retail space that not only reflects Gymshark's bold, athletic brand identity but also elevates the in-store customer experience beyond thier original expectations.

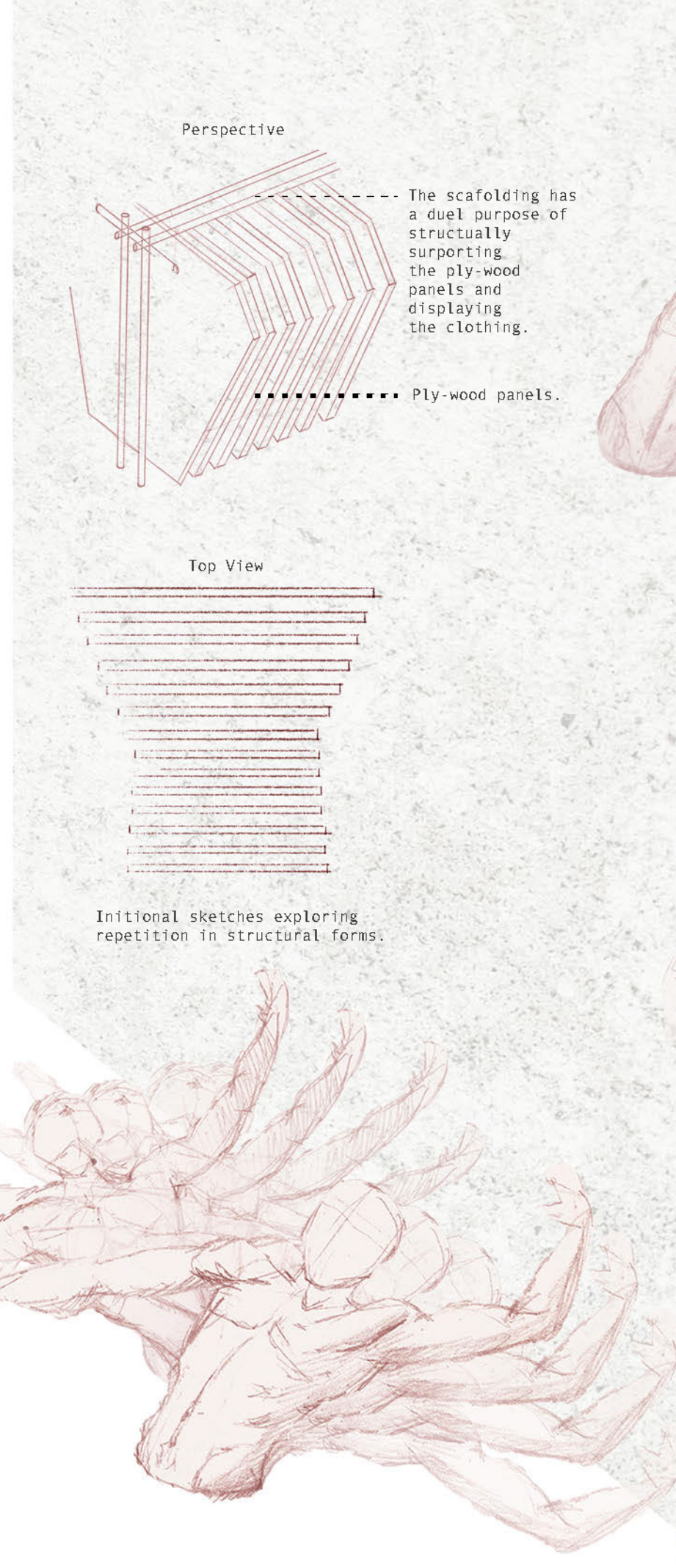
It aimed to refine and develop apom Gymshark's current aesthetic-defined by minimalist industrial tones and urban enviroments by introducing layered textures, lighting variation, and sustainable materials.

This space isn't just a store-it's a destination. The concept encourages exploration, engagement, and connection through out the space as its all focused on repitition through human movement,

Form in Motion



dynamic essence of the human body in motion. Sketches and line work inspired by anatomical studies and ballet choreography are subtly integrated, paying homage to thegrace and power found in both athleticism and art.



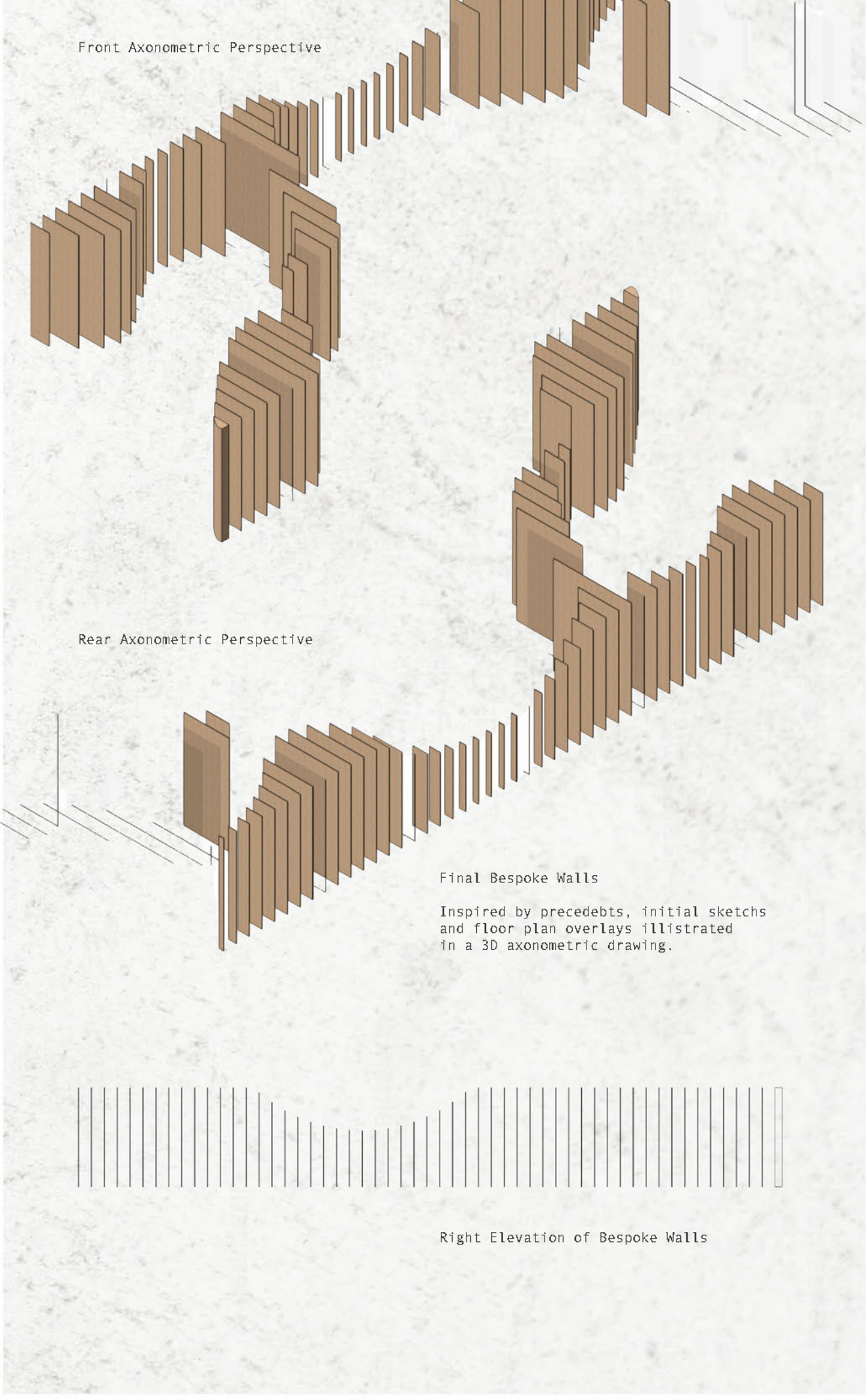
Initial sketch exploring repetition through human anatomy.



Rendered perspective of entrance.



Visual representation of how the floor plan was created using tracing paper and how the walls will organise the space throughout the store.

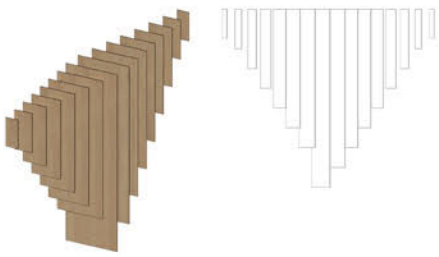


Right Elevation of Bespoke Walls

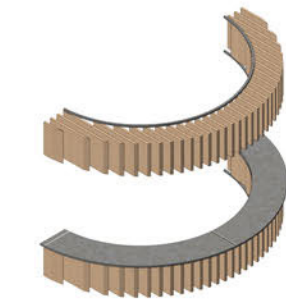
Floor Plan

The floor plan showcased below was created for Gymshark in Westfield. The floor plan was designed using the concept Form in Motion which lead to panelling spreading all throughout the interior creating a well connected space. To make the whole interior feel fluid many bespoke elements were created sporting the same concept. When walking into this interior your first met with the newest products male and female. These are displayed on bespoke clothing rails that curve around the room and a multi layered display table. As you continue foward you'll first be met with the womans section and to the left id the mens. As you keep moving through the space you'll see many other bespoke peices displayed below.

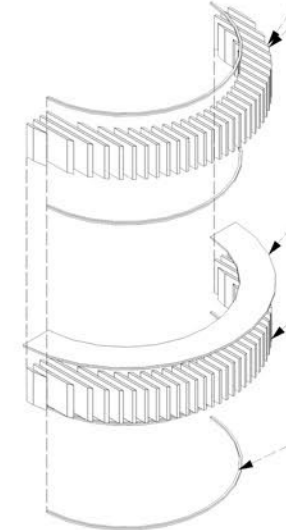
Bespoke ceiling pendant located through the fitting rooms hallway guiding you down the path. This peice is placed with 3 more identical parts creating a pulse shape.



Bespoke checkout desk located at the back of the store consisting of ply-wood panelling surporting a concrete work-top.



Ply-wood panneling
LED lighting running along the top cetaing ambience.

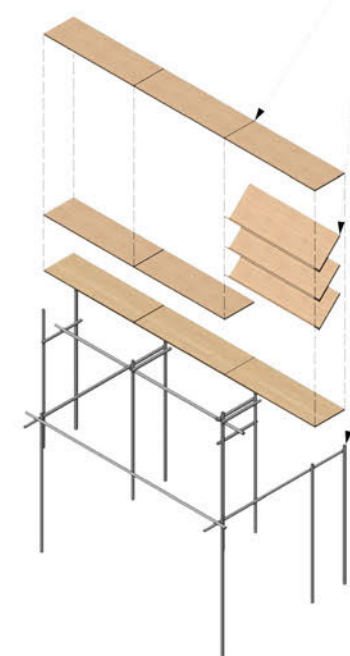


Polished concrete table top measured to fit.
Bags can be stored between panelling to give to customers when making sales.
Metal bars supporting ply wood panelling keeping the structure secure.

Bespoke shelving that connects to the surrounding walls feeling connecting to the space. Made from the same ply-wood the rest of the interior is made from.

Ply wood boards acting as shelves connecting to the bespoke walls.

Slanted shelves for t-shirts displaying graphic prints.



Scaffolding acting as the frame holding all the shelves in place.



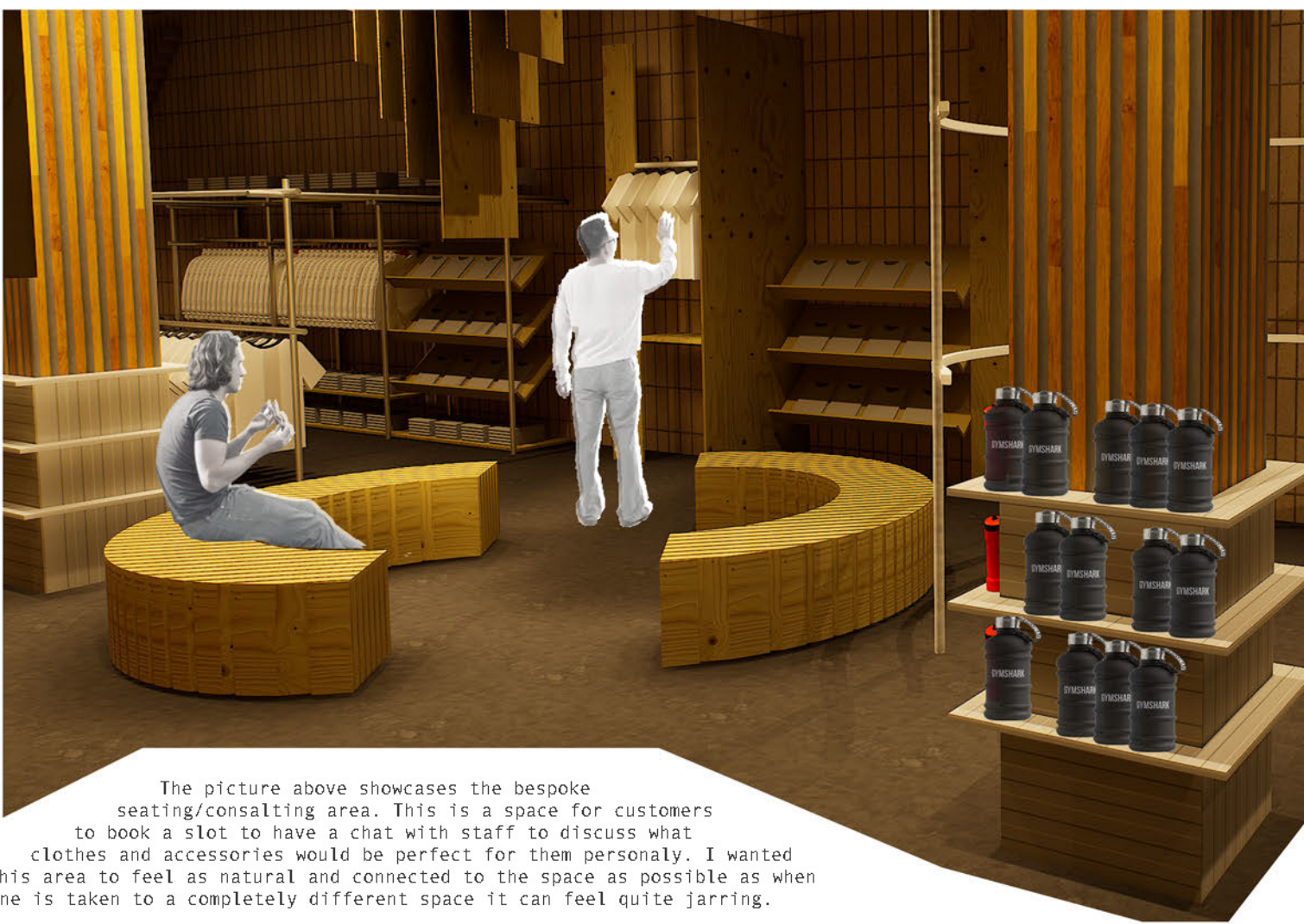
Initial concept visualisations of walkway towards checkout desk.



Initial Visualisation of entrance to the store, featuring the wooden panelling creating an arch way.

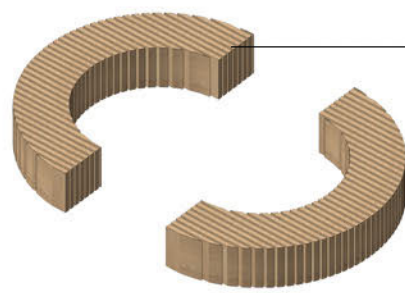
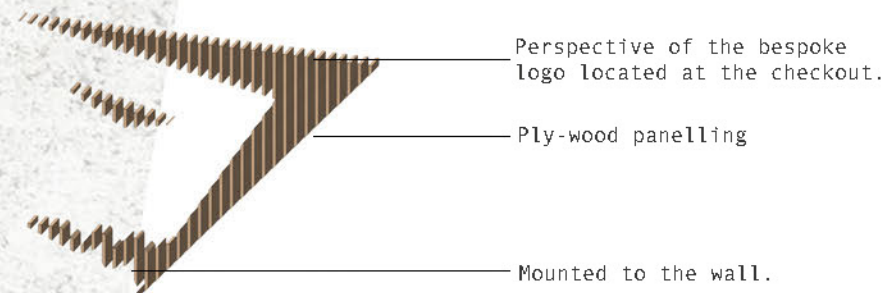
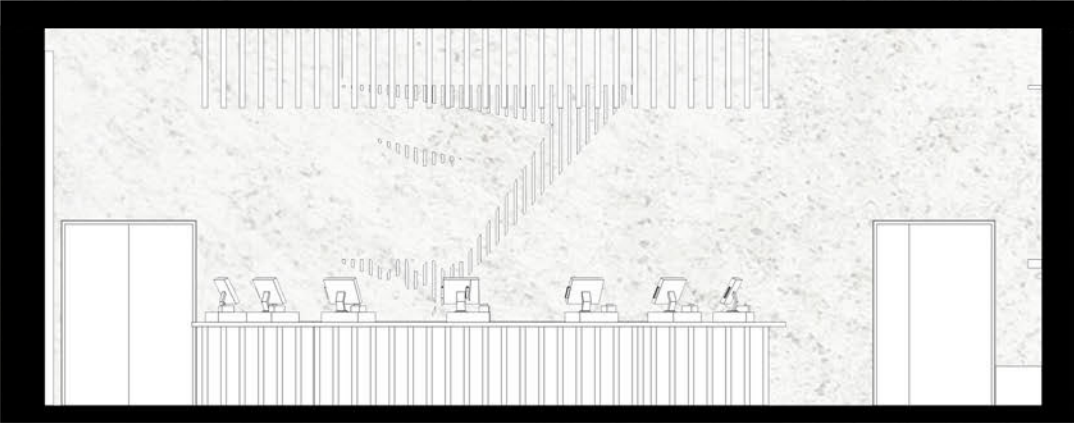
3D renderes of mens clothing area featuring the bespoke shelving seen to the left.





The picture above showcases the bespoke seating/consulting area. This is a space for customers to book a slot to have a chat with staff to discuss what clothes and accessories would be perfect for them personally. I wanted this area to feel as natural and connected to the space as possible as when someone is taken to a completely different space it can feel quite jarring.

Checkout elevation (not to scale)



Perspective of consultant seating area.

Material Board

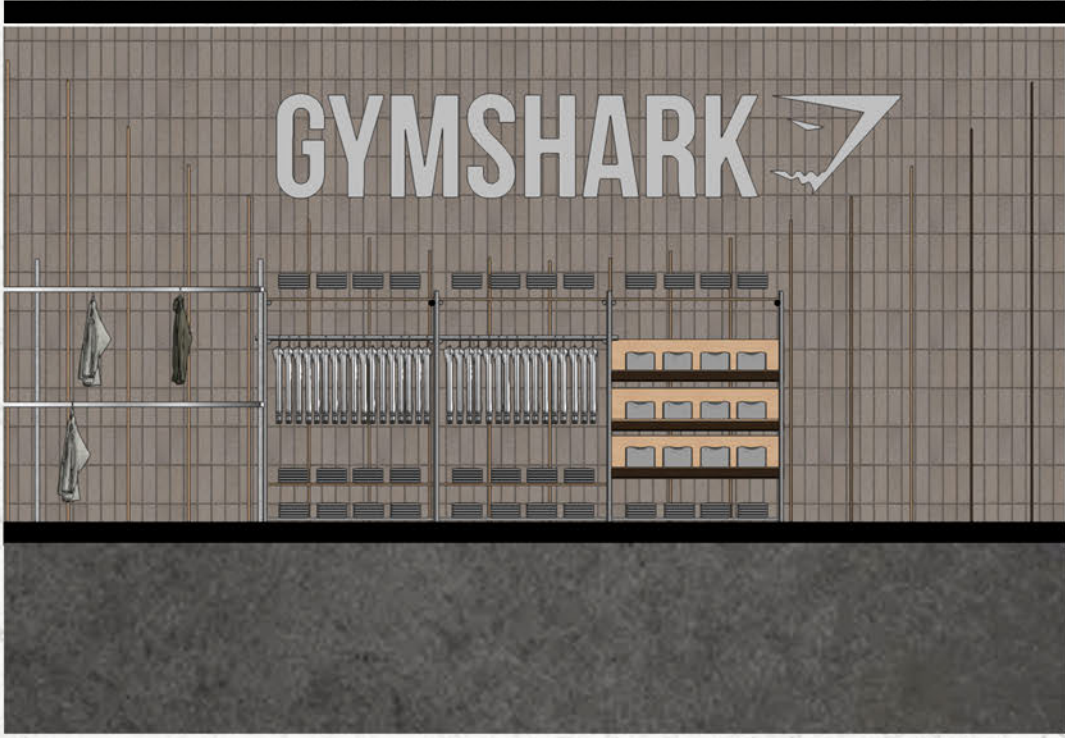
Materials Market
Structural hardwood Plywood Sheet
18mm Thick (M1)

Forterra LBC dapple light
pressed facing brick. (M2)

Professional Grade Cement
(black plastic) (M3)



Mens best section

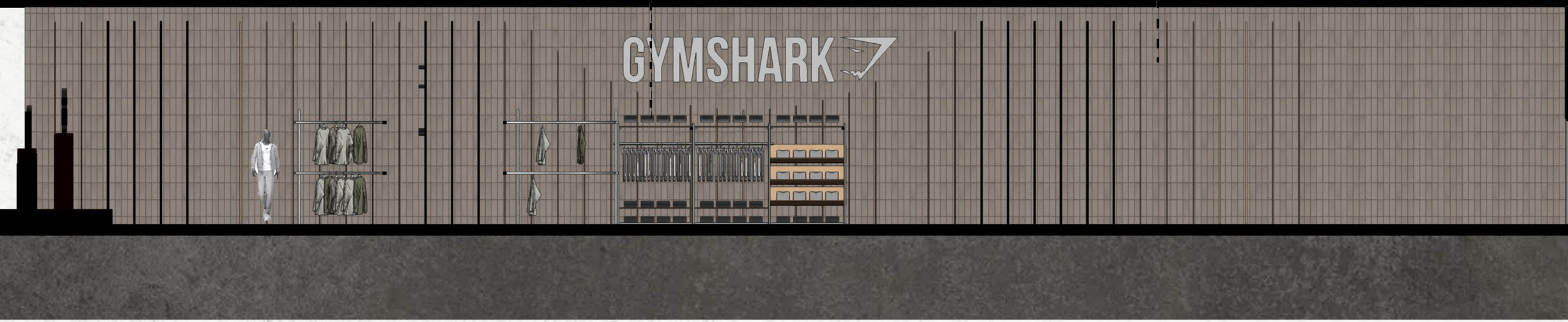


Womans leggings and shorts display perspective

Bespoke t-shirt shelving

Gymshark sign with LED lighting

Bricks as seen on material board is located all along the walls





Concept visualisation for window display, featuring the drawing that helped design the floor plan

Brand logo is centre point of each window display

Drawing connects back to the interior making it a smooth transition into the shop

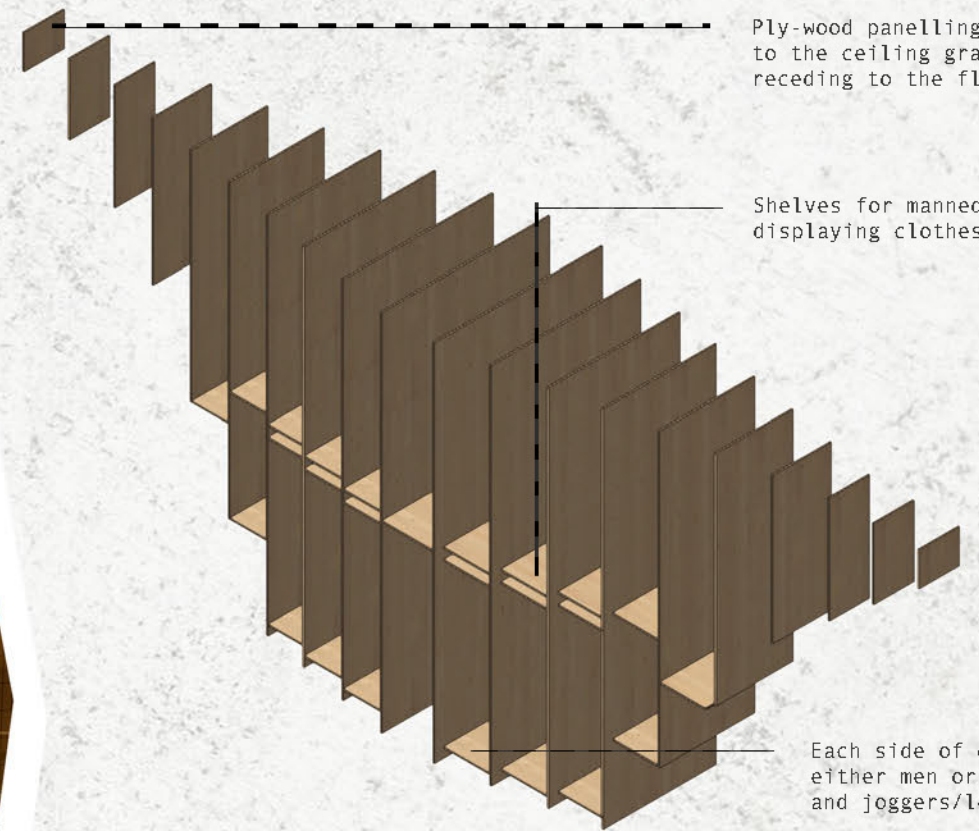
Window Display

The aim of this window display is to create some sort of introduction to the shop to allow customers to get a taster of what the interior will be like. As the anatomy drawing was the base to the whole design it felt fitting to include it in the final product.



Custom logo for the front of the store

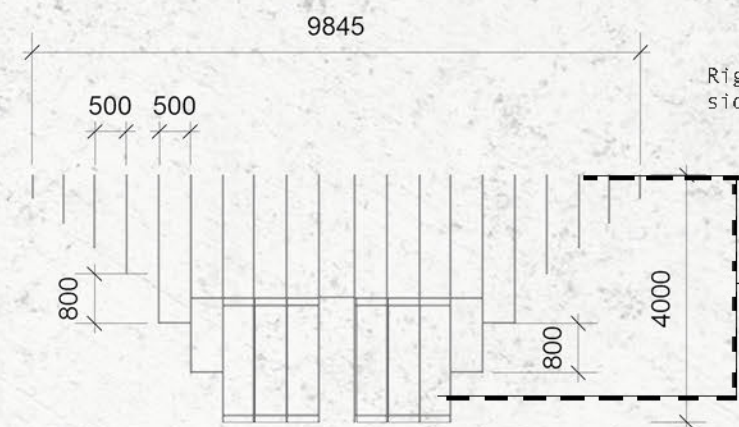
Matches the concept



Ply-wood panelling connecting to the ceiling gradually receding to the floor

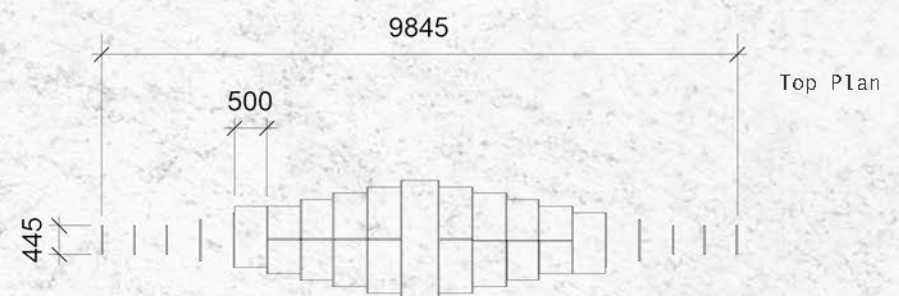
Shelves for mannequins displaying clothes

Each side of display is for either men or womens shorts and joggers/leggings



Right Elevation (womens side)

Floor to ceiling display, bringing the customers eyes up.



Top Plan



Rendered perspective of shorts display

Section Elevation showcasing shorts and leggings display

Bespoke ceiling fixture

Bespoke checkout desk

