

PASPALEY



Project Queensland's Western Australian business unit "Projects West" has recently overseen the build of a new Paspaley boutique at the Crown Towers, Perth.

Paspaley has trebled its retail business over the past seven years with eight boutiques now in operation.

The store design for Crown Towers was developed by award-winning architect Eric Carlson, of French architecture firm Carbondale.

His concept was embraced by Paspaley and sets a global trend and new direction for pearl retailing, where customers can browse the beautiful pearls in a very private and relaxed atmosphere.

The lighting design is exceptionally well conceived and the interior finishes combine to reflect on the spherical nature of the pearl – with wall fabrics in soft creams and golden tones, mixed with marble, leathers and eucalyptus timber veneer all contributing to reflect the character of nature's deep sea wonder – the pearl.

Project Queensland's manufacturing facilities constructed all the display units which carefully showcase the Paspaley range.

The exterior facade consists of etched glass illuminated vertically from behind with technologically-advanced lamps programmed to produce a glimmering and indeed glowing effect that entices shoppers inside.

Here they are welcomed by a clean, neutral palette where the pearls can speak for themselves. ✦



PROJECT SNAPSHOT

Client: Paspaley

Location: Crown Towers, Burswood WA

Size: 107 square metres

Fitout: Projects West

Designer/Architect: Carbondale

Deep Sea Wonder