

Raising the Bar

OC Concept Store

Location_ 655 Madison Avenue, New York 10065, US

Date_ October 2010

Design_ Christophe Pillet

Technology_ Dietlin

Size_ 315sqm

Website_ www.occonceptstore.com

114 Jewellery designer Orianne Collins has opened the flagship OC Concept Store, featuring fully customisable luxury lifestyle products, three hologram screens for 3D product displays and a champagne and caviar bar. A VIP area enables patrons to admire the temporary art installations while the store concierge attends to their shopping list, and a beauty specialist is on-hand to customise beauty products from brands such as Codage (featured in GIR 38), which offers made-to-measure skincare solutions. Shoppers can customise products - for instance, choosing the colour of a B.lab Italia glass football table. Products can be viewed on one of the hologram screens in 3D. There are plans to use the screens to personalise products. This is the first OC Concept Store in the US, with product prices ranging from \$20 to \$2 million.



Hologram screens displayed at Baselworld 2009, soon to be featured in-store.