

I Spa



In With the New

Crabtree & Evelyn, Schaumburg, Ill.

Relaxation is hard to come by these days. Work hours are increasing – 60 is the new 40 – and switching off the BlackBerry is as quaint a notion as a stress-free, three-day weekend.

But botanical bath and body retailer Crabtree & Evelyn has reintroduced relaxation. Its latest design facelift, from RGLA Solutions Inc. (Schiller Park, Ill.), creates a sea of tranquility for the shopper's soul; a retreat to escape everything from PowerPoints to power lunches.

Known for its traditional-looking stores and appeal to baby boomers and beyond, Crabtree & Evelyn has been touting its wellness essentials since 1973. RGLA's goal was to take iconic elements like the signature crabapple tree rendering and mix them with modern graphics, colors and fixtures.

Dark, coffee-colored wood floors create a contrast and draw the eye to ivory wall cabinetry and fixtures bearing the simple, black Crabtree name. Bordering the ceiling and tops of the wall units, a sophisticated crown molding adds visual interest. A creamy blue background color accents the merchandise resting on glass shelves, while a soft glow encourages the customer to engage with the product.

That same pale, dusty shade of blue is again used on the cashwrap and the adjacent wall to better define the check-out area. Large graphics of waterfalls and antiqued gold chandeliers over the cashwrap suggest the overall R&R theme.

"Our intention was to create a tranquil atmosphere for our customers to relax and enjoy spending time," says Scott Sincerbeaux, group vp, retail, for Crabtree & Evelyn.

PROJECT SUPPLIERS

Client

Crabtree & Evelyn, London

Design/Architect

RGLA Solutions, Schiller Park, Ill.

General Contractor

Crane Construction LLC, Northbrook, Ill.

Fixtures

Specialty Woodworking, Bedford Park, Ill.

Flooring

Floors Northwest Inc., Minneapolis

Signage

National Signs, Berlin, Conn.

Graphics

Vision Integrated Graphics LLC, Chicago

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