

Plan

The Art of Architecture and Design

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WORLD'S GREATEST

Bocconi University by Grafton Architects scoops World Building of the Year Award

shambles – Ruadhán MacEoin on Dublin's Decaux deal • In Practice with Deaton Lysaght • Leisure – this month's project focus

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"Indulge" - a new retail outlet for the Griffin Retail Group, designed by John Duffy Design



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Indulge me

"Indulge" is a new retail outlet for the Griffin Retail Group, designed by John Duffy Design. The main objective of this project was to create a new brand for the sole ownership and operation by the client for their new product offering, which could comfortably sit alongside the established store branding. It was also vital that the new product had a strong identity so that role out into stand alone units in the future was possible. John Duffy Design Group was responsible for the complete retail brand experience; from the interior design of the service area in the store right through to all logo applications including uniforms. The brief also put an emphasis on conveying a premium positioning for the brand.

The brand identity is a play on the meaning of the word "Indulge" – to yield to the desires and whims of (especially to an excessive degree). The brand logo highlights the letter "u" in Indulge putting "you", the client, at the centre of the indulgence. The colours also reflect the indulgent nature of the offering, from crêpes and Leoidas Belgian chocolate, to premium grade Fair Trade coffee. Finishes such as limestone and lime washed oak, lighting in bold orange to illuminate signage and a striking retro coffee machine, combine to give an opulent touch.

Indulge has been nominated for an award by the Institute of Designers Ireland award for branding.

