

Exterior view of LoveLuvo retail store



LOVELUVO RETAIL STORE

HEINE JONES

In 2011, HeineJones created a new brand identity and interior design for a retail store and social enterprise initiative of the Westgate Community Initiatives Group Inc. (WCIG).

OVERVIEW

Located in the heart of Seddon, LoveLuvo specialises in environmentally-friendly cleaning and personal products, home ware and giftware. Like Cleanable, WCIG's first and very successful social enterprise, LoveLuvo provides employment, work experience and vocational training opportunities for disadvantaged people, particularly those with dealing with mental illness.

HeineJones developed the new brand name and identity, LoveLuvo, to reflect the caring community focus of the enterprise, and customers' memorable shopping experience within the store itself. HeineJones developed a compelling brand identity to make LoveLuvo highly visible and commercially viable in a competitive retail market, with visual tie-ins to the logos of WCIG, the parent enterprise, and

Cleanable, the commercial cleaning social enterprise. The use of fresh greens in the logo projects the environmentally aware and restorative values of the store, and the focus on wellbeing underpinning the social enterprise ethos. HeineJones designed an innovative physical layout and environmentally-responsible fittings and interior features of the store to complement this branding. The interior design solution incorporates sustainable materials – eco-plywood, water-based wood stains, banners and labelling – to reflect social and environmental values and achieve a down-to-earth feel. This look and feel effectively engages passing trade and reinforces the sense of wellbeing experienced by customers while in the store.

HeineJones designed and oversaw manufacture and installation of innovative features, including: shelving in recycled paper composite board; a forest display unit of recyclable cardboard tubes; and a 'swap-and-go' refill station for environmentally-friendly liquid and powder cleaning products. The overall brand identity and design solution has achieved a practical and nurturing workspace for social enterprise employees, and a unique and compelling retail experience for customers.

Left: After-hours view of retail exterior, Right: Display feature within store



KEY FACTS

Client: Westgate Community Initiatives Group Inc. (WCIG)

Scope: Social enterprise retail store brand name, visual identity, logo and interior design

Timeline: Delivered on time: April to July 2011

Location: 174 Victoria Street, Seddon

Team: Mike Heine, Steve Jones, Anthea Lemmer, social enterprise employees and contractors engaged and managed by HeineJones: Banana Graphics Sign Builders, Frencham Cypress and R&G Timber Components.

CREATIVE APPROACH & METHODOLOGY

HeineJones consulted closely with WCIG and social enterprise employees to ensure the values and core concepts behind the store were taken up in the design concept.

Stakeholder workshops were integral to the design and development process, exploring practical retail space needs, the appropriate balance of products and services, customer buying patterns, communication priorities and business objectives.

The design solution achieved the key objective of transforming the feel of the store from a semi-professional work-in-progress to a fully professional and authoritative speciality retailer, with merchandising and design integrity that reinforces the brand identity and invites inquiry into the core purpose of the social enterprise.

HeineJones researched new trends in environmentally-sustainable materials and merchandising to develop innovative design features and fixtures.

CHALLENGES

HeineJones worked through a range of challenges on this project:

- Tight deadline and lean budget. WCIG expressed complete faith in recommendations put forward by HeineJones, streamlining the approval process and timely implementation;
- Developing design solutions appropriate to the brand identity which also allowed installation and assembly by WCIG's social enterprise maintenance and building team;
- Working in and on an environment that is the client's base of operations; and
- Communicating the social enterprise objective – creating employment for people with mental illness and other disadvantages in a sensitive and non-threatening way.

OUTCOMES

- A unique and innovative concept store that stands out in a commercially competitive market;
- A brand identity and logo reinforced by exterior and interior signage and design elements;
- Practical store layout, fittings and merchandising to create an engaging retail experience;
- Innovative fixtures and fittings, custom-designed and manufactured using state-of-the-art recycled, recyclable and environmentally-sustainable materials;
- A healthy and nurturing work environment providing gainful employment in a socially and environmentally-responsible enterprise, in which employees take great pride;
- A high quality retail outlet that now sets the benchmark in this up-and-coming inner suburb;
- A notable increase in trade, building the business to achieve commercial viability and create more employment and vocational training opportunities for disadvantaged people; and,
- Another stand-out social enterprise success story, consolidating WCIG's leadership in this enterprise-driven approach to community development, job creation and social inclusion.

Swap & Go product wall



Interior view of retail store



VALUE ADD

HeineJones ensured that the design solution created employment and training opportunities for disadvantaged people — in the assembly and installation of shelving and interior components — under the supervision of qualified tradespeople. This approach complemented WCIG's social enterprise values and objectives, and broadened the scope of vocational opportunities available to clients of WCIG's Disability Employment Service.

CLIENT REFEREE

Mr Ron Miers, CEO,
Westgate Community Initiatives Group,
telephone 9689 3437.

FORWARD BENEFITS

The LoveLuvo project demonstrates key strengths HeineJones brings to complex design projects in retail, social enterprise and the community (not-for-profit) sector:

- A skilled and experienced team, sensitive to the values of social enterprise and not-for-profit organisations;
- Flexible and effective consultative methods to engage diverse stakeholders;
- High order conceptual development and design expertise, taking in clients' core values and aspirations as well as business imperatives;
- Extensive knowledge of environmentally-sustainable materials and established supply relationships with reliable manufacturers and tradespeople;
- Practical and budget-wise specifications for the manufacture of innovative retail fittings; and,
- Capacity to deliver complex design projects on time and within budget.

Top: Shop fascia, Bottom: Detail of fascia



Top: Xanita board shelving, Bottom Left: Interior board display, Bottom Right: Xanita board ceiling feature



Top: Swap & Go powder section, Below: Swap & Go product labels



Top: Interior view of retail store, Bottom Left: Swap & Go product labels, Bottom Right: Detail of display feature

