

Uniquely Sculpted

Ultra-modern, pristine and fresh, the new Spence Diamond store in Austin, Texas reflects a new approach to the jewellery retail environment through a disruptive and intriguing experience. Designed by JGA, the store design disrupts the conventional approach of the jewellery industry with new-age presentation, finishing materials and shopper's journey.



Spence Diamonds challenges many of the paradigms of traditional jewellery shopping. Designed by JGA, the new innovative store concept pairs a fun, transparent and educational experience with a breakthrough product offer - Spence Artisan Created Diamonds™, where touch elements of try-and-select are featured in the open access bridal area.

Spread over 3,500 sq ft, the key elements of this project included an extensive bridal bar (over 100 linear feet), product organized along the lines of aesthetics and emotion; featuring open-sell product within a floating open case display, and a highly sculpted surface texture that reinforces the molecular and unique structure of the facets of a diamond itself.





Spence believes that the cut and reflectivity are key elements of the diamond, so through the subtle yet dramatic use of texture and pattern within the hand-cut interlocking marble floor tiles, the plaster and resin decorative wall panels, and even the sculpted shapes of the store's pedestal display cases. Through this the dynamic "sculpted" character of the crafting of a diamond from a raw and unrefined "found" shape to a beautiful, sparkling and refractive finished diamond shape is depicted.

The store experience dispenses with many of the elements of hierarchy, formality, and associate-and-guest separation, through a less structured and more organic approach to the forward-design aesthetic. The positioning of fixtures, and the open and accessible bridal merchandise, is at the core of the Spence experience.

A spacious lounge acts as the store's "living room," an alternative, more casual consulting environment. This gathering space for a family of decision-makers provides shoppers a moment to reconnect comfortably. A discrete POS podium is located adjacent to the lounge, and is completed with most transactions using wireless devices; eliminating the intimidation and formality of a traditional cash wrap approach.



Consulting spaces, with their sculpted consultation surfaces, electrically induced "clouding" effects, and simple but dramatic exotic wood accent walls, provide a private and comfortable space, reinforcing the unique approach that Spence Diamonds takes to procuring, crafting and creating diamonds and beautifully crafted jewelry. Sales associates have the ability to take control of what appears on the screen by connecting a sales tablet.

At Spence Diamonds, in-store digital further connects the customer, provides continuity with their out-of-store experience, and serves to attract and engage guests from the storefront, within key merchandising product areas, and the store's lounge environment. Unique applications ranging from the approach to configuration of screens, to a series of screen overlays, assures that the graphical aspects of visualized use of digital are unique and proprietary to Spence with a strong sense of integration. The complement of digital with traditional luxury materials results in an environment that is both progressive and premium.

Multiple digital experiences paired with custom audio zones and experiential

HD media content allowed Spence to create a digitally-enabled, one-of-a-kind experience, starting from the store entrance where front window displays of four 46" 4K displays arranged in the shape of a diamond conveys Spence's brand identity with captivating 4K content. At the back of the store an 85" 4K display with a Plexiglas panel overlay has programmable LED strips. Multiple 40" 4K displays also enhance the bridal wall area.

The variety of texture finishes from the polished floor, to the matte and honed bases of the sculpted cases, are enhanced by lighting effects that include LED stem lights, recessed cove ceiling lighting that emits light both to enhance the cove geometry of the ceiling, but as well the product below, up-lighting detail around the perimeter of the store, and decorative fixtures and elements within the space's "living room" areas. These unique Fiberglass fixtures were originally developed by JGA, then the fixture manufacturer created a handmade Maquette that was 3-D scanned to produce the life-sized original. It was further shaped into a life-sized master before preparing the final piece.

JGA's store design for Spence Diamonds offered a hybrid approach that allow the brand to two distinctive but complementary shopping experiences, that effectively worked for both the bridal destination customer and the more impulsive and spontaneous gift giver. •

Design/Architecture Firm:

JGA

General Contractor:

Hunter Building Company

Lighting Designers:

Illuminating Concepts

Floors:

Daltile, Tandus, Chilewich (Area Rug)

Wall Panels:

Modular Arts

Fixtures/Millwork:

Kingsmen Projects US Corporation

Wood Veneer:

Treefrog

Graphics/Signage:

North American Signs

Solid Surface:

Wilsonart



Furniture:

Bernhardt Design, Segis, Emeco

Paint:

Benjamin Moore

Quartz:

Cambria

Storefront – Aluminum Composite:

Alpolic

Technology / AV:

Reflect Systems

Photography:

Andrew Chan Photography

