

# RETAIL design

AND VISUAL PRESENTATION

MARCH 2007 • \$34.95



# SWEET & SASSY

Sweetlake, TX

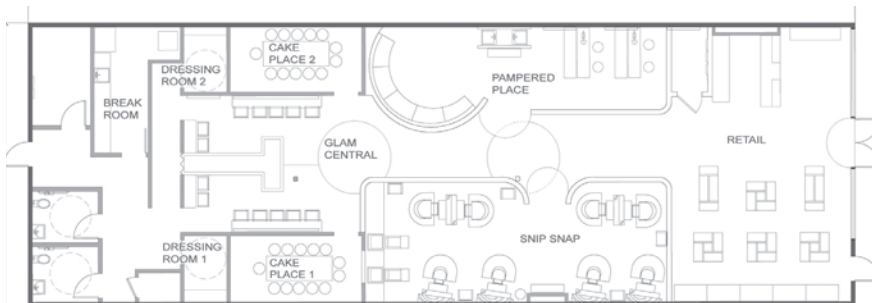


DESIGN: **Commercial Design Interiors**, Baton Rouge, LA  
PARTNER IN CHARGE: **Matthew Edmonds/FMA**  
**Tracy Burns, ASID**  
CO-FOUNDER & CEO OF SWEET & SASSY: **Dixie Drake-Davis**  
CORPORATE ARCHITECT: **Domain Design Architects**,  
Baton Rouge, LA  
PHOTOGRAPHY: **Matthew Edmonds**

The Sweet & Sassy salon for kids first appeared in 2004 in metropolitan Dallas in Texas. The philosophy of the company is “to bring children an exciting retail, party and salon experience.” The concept is a combination children’s hair salon, a trendsetting retail store and a party place for children. Boys and girls can have their hair cut and/or styled in the Snip Snap area, or get mini-pedicures, mini-manicures or ear-piercing in Pampered Place or have parties in Glam Central.

In order to roll out the concept nationwide, Sweet & Sassy needed a spatial layout for a typically 3000 sq.ft. area in mixed use lifestyle centers,







regional malls and such. The CEO of Sweet & Sassy, Dixie Drake-Davis, called upon Matthew Edmonds and Commercial Design Interiors of Baton Rouge to come up with a prototype design and layout and that design is shown here. The client wanted visual cues that would lead the customer through the space and yet maintain a “neutral” scheme so that boys might be comfortable here as well. The Glam Central space had to produce a “WOW!!” reaction and there was to be a greater emphasis on retail merchandise throughout the space.

In the layout design by CDI there is a strong main axis in the plan and the various “experiences” are anchored by feature walls or “clouds” that “define areas of interest and visually integrate the space as a whole.” The strong vertical features define each experience, presents the young customer with a sense of direction and also help to blend retail and service areas. To create the visual excitement the designers used a color palette that is bold and bright. Pinks and purples take over the Glam Central area while blues and greens are used in the Snip Snap area—so as not to intimidate the boys. There is theatrical lighting for the L.A. styled runway in Glam Central for the future “rock stars” as well as video monitors that play the latest hit movies in the hair cutting space. For the brothers who had to come to their sisters’ party there are video game stations provided.

Floating clouds in vivid colors hang down from the blacked out ceiling to accentuate the entrance to each experience. “Branded characters and lifestyle images throughout the space relate to and reinforce the child’s imagination” Pendant globes highlight the entrances and for extra pizzazz there is theatrical lighting with barn doors and color gels and even a disco ball. “The final and most important design element is the children; adding excitement, movement and imagination—making each visit to Sweet & Sassy unique to them.”

