

BALTMAN



Tailored to Perfection

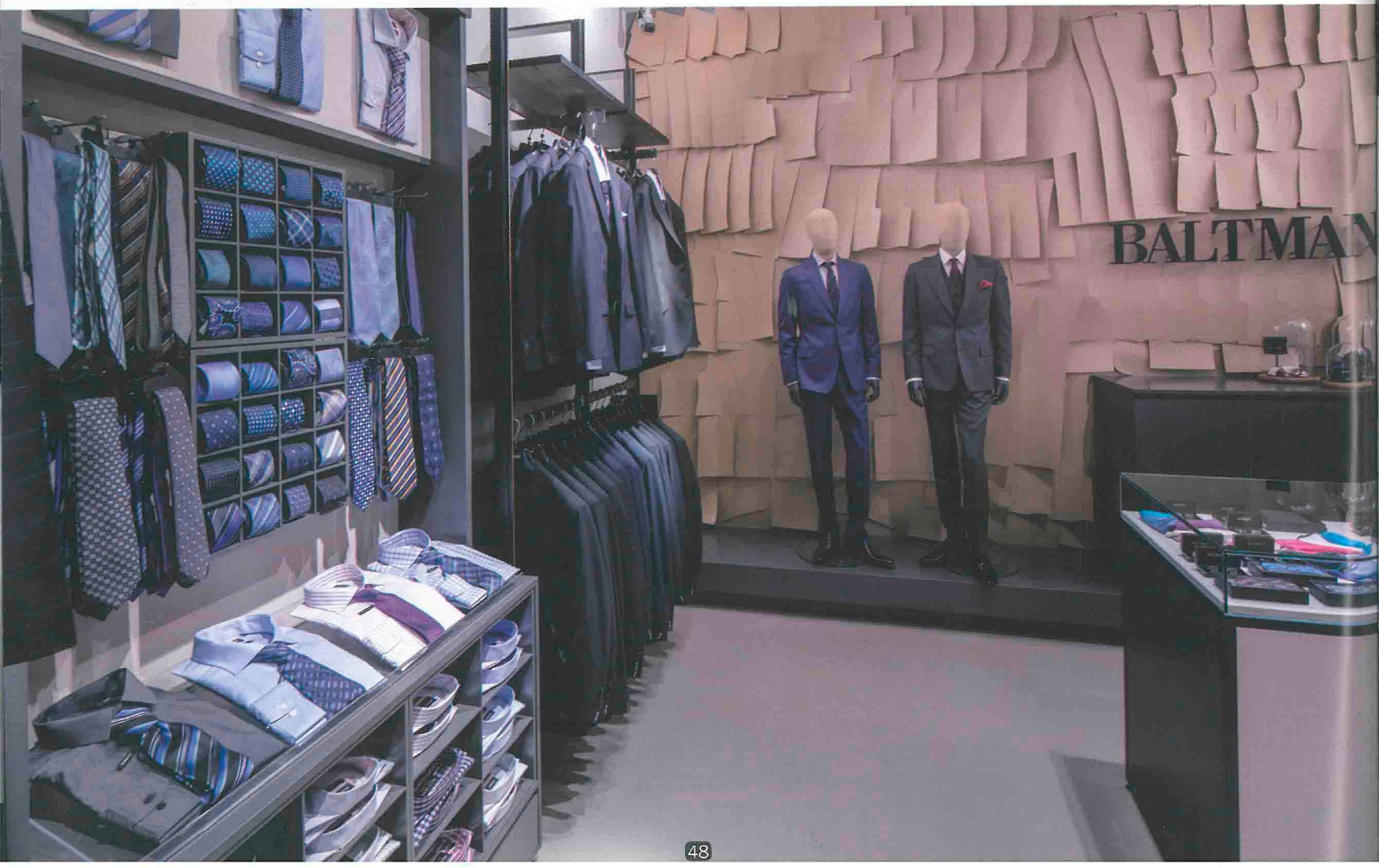
Baltman, a main player in Baltics suit business since 1991, is part of the fashion retailing Baltika Group represented in Eastern and Central Europe. The prestigious menswear brand offers high quality classic business wear by combining its strong heritage and specialization in crafting suits and coats with innovative fabrics. The Baltman collection is sold exclusively in Estonia, Latvia and Lithuania.

Baltman Unique, a bold new introduction to the persona of Baltman, is a premium made-to-measure concept store conceptualized in an area of 180 sqm. The concept was launched in Tallinn in Estonia and Vilnius in Lithuania.

The Tailor Studio offers premium personal service in a premium environment shop that celebrates the craft of creating suits. "Baltman Unique is an exclusive sub-line of the Baltman brand that offers its customers tailor-made suits from the unique cut to the button. During the briefing, this special added service was identified as one of the brand's unique selling points and was therefore used to develop the new overall retail concept. The Tailors Studio, a modern tailor shop in the style of an urban loft, immediately conveys to customers the impression that their wishes can be translated into fabric right on site. Thus, the Baltman claim of personal and individual service for the discerning man is translated into a spatial concept," inputs Volker Katschinski, Creative Director of Retail at Dan Pearlman, talking about the brief on the new concept.

The store front introduces sets the context to the brand experience with Baltman fashion shoots flanking the store entrance. The brand positioning of premium crafted suits is established with an arty installation of the Baltman Tailor Studio. The window display ensemble brings together fabrics, measure tape, sewing machine, scissors, and fabric samples in great detail to present the story. An under construction suit on a tailor bust adds bespoke fashion and drama to the tailoring attitude.

The store design concept tone is raw Industrial Tailor Studio in a chic and contemporary style that reflects the brand's class. The colors, forms, materials and textures used in the store design palette help set the language of the store. The industrial references in the facade like over-sized steel rivets that are found in bridges visually reinforce this. The central focal point of the store is a central table display which is made to look like a tailor's workspace accentuated on wooden hexagonal end grain parquet flooring highlight articulated in a graphic pattern on an in-situ concrete flooring. This combination complements the





industrial steel impression fixtures that have wooden top highlights. Brass detailing in these fixtures come through as a touch of sophistication.

The lighting concept for the store is boutique type created with track mounted accent lighting that help draw attention to different features and offerings of the store. Pendant highlight lighting on the central focal table is provided with factory high bay like fixtures. A very special lighting feature is the artificial 'skylight' feature whose placement in this store evokes a typical factory like atmosphere and connotes the concept, while providing adequate ambient light in the store.

The premium character of the store is quite strongly reflected through innovative display props set in interesting focal point installations. "Large-format steel frames, furniture details, and dress forms covered in fabric reflect the artisanal lifestyle. Particularly special are the numerous tailor workshop references found throughout the store: creative details like walls covered with sewing patterns, a table filled with buttons and an

over-sized sewing kit placed in the entrance area in which accessories from belts to scarfs are located," explains Volker Katschinski. A prominent focal wall is finished innovatively with a dress-making-pattern collage. This acts as a backdrop to the display mannequins featuring a creative approach to the concept. Fashion busts help visually present the key fashion statements of the store on each wall concept presentation.

A retractable and reconfigurable panel systems allows flexible zoning in the store by allowing it to be opened and closed as needed. The Baltman Unique zone has its exclusive area where customers are advised on fittings for tailored-suits. The trial rooms are quite spacious; which reinforces the store's ideology of giving a lot of importance to personalized customer service. A lattice structure is a further testimony to what minimalism can do to a space. It's a simple structure with strong visual connect to the rest of the store and also makes a statement of privacy required for the zone. Leather furniture, spacious fitting rooms, personalized service and a perfect balance between privacy and accessibility

creates an experience of comfort not only for the customers but also their companions.

Overall a feel of indulgence is created in the store atmosphere using store design, presentation and customer service and thus successfully positioning the brand as an aspirational premium bespoke fashion •

Mansi Lavsi

Design Agency

Dan pearlman Markenarchitektur GmbH

Designer

Volker Katschinski

Executive Architect

Neels Kattentidt

Photo Credits

Tanel Murd

Project Partner

Baltman