

# Candylicious!

Candies, chocolates and an assortment of colours transport us to more innocent times. But a store full of these sweet treats can have a much deeper effect. Chicago's Magnificent Mile has a new destination, Dylan's Candy Bar, where nostalgic favourites are brought to life by Chute Gerdeman.



**D**ylan's Candy Bar merges the world of art, fashion, and pop culture to create one of the most beloved candy experiences in the world. A long-time lover of Willy Wonka and devoted candy enthusiast, Dylan Lauren developed the store to transport guests into a real-life, modern day confectionary wonderland. The 14,900 sq ft store has something for everyone. With a mixed bag of 7,000 confections catering to the sweet tooth, the store also incorporates a café, a bar, ice-cream parlour and a flexible space for private events and parties.

The store has to its advantage an iconic location in the historic site of the Tribune Tower. The store concept has a young

childlike vibe juxtaposed over classic neo-gothic architecture. The signature turquoise sign and awnings with the highly recognized brand stripe pattern express what Dylan's stands for. The second floor windows glow the brand colors at night, beckoning candy lovers from afar. Hints of turquoise stand out amidst the grey walls of the Tribune Tower. The colourful aesthetic of the store speaks of its animated nature and the stately structure it is housed in, brings out the aura of being a plush store.

Moving into the space, the store is spread across two levels with colours splashed across every nook and corner. The vibrant and energetic character of the store makes

you want to explore further into the space. The wall colour and floor finishes have been opted to be in neutral shades, precisely for the colours to shine through. Thereby, the saturated turquoise blue columns, patterned 'candy spill' wall covering and bright sculptural elements make a bold statement. And lastly, the products themselves bring in a lot of colour and energy to the space.

The store attempts to awaken the inner child in you with fantasy elements amplifying the vibrancy of the store. The signature Lollipop Tree appears as a focal element in the space and can most definitely be a selfie spot! A colourful beacon visible from all angles, a larger-than-life chocolate bunny, decadently



drippy fixtures for fudge and architectural moldings that look like frosting, transport you to a world that is landscaped in candy!

Scent, which is a hidden instigator of retail therapy crawls into the store in the form of the scent of a waffle cone. Teamed with upbeat candy-themed songs, it's a fully sensory candy experience.

With such a huge canvas, it was very important for movement to flow freely through the store. Each zone had to be captivating enough for the customer to move ahead and not feel the need to go back to the previous section. The vertical transportation within the space helps guide the customer from the street level gradually up to the ramp towards the rear of the ground floor, and the stairs continue to carry customers to the second floor. An interesting fact is that when one meanders through the entire store, they never stumble upon the same product twice.

"In partnership with Dylan's Candy Bar, Chute Gerdeman designed the store to be a fun and colorful experience for customers. Customer engagement, brand awareness and satisfaction are the highest priority. Response from customers has been extremely positive and the store continues to exceed expectations and experiences," says Mary Lynn Waite, Creative Director, Chute Gerdeman.

**Mansi Lavsi**

#### Architectural Services

CGA

#### Lighting Designer

37Volts

#### Specialty Fixtures

Dillionworks

#### Custom Fixtures

Retail One

Exclusive Retail Interiors





