

# SIRIN LABS

## Bruton Place, London

**Design:** Elemental Design  
**Opening date:** June 2016  
**Store size:** 80 sq m

SIRIN LABS, a new entrant to the communications technology market, opened its first store in June, in London's Mayfair, following the launch of its debut smartphone, SOLARIN. The high-end device, which already has an A-list clientele, offers military-grade security protection with unrivalled usability and comes with a premium price tag of £9,500.

Tucked away on Bruton Place, the store sets a new benchmark for luxury tech retail. Branding agency Point One Percent in New York conceived the look, feel and layout of the space as part of the overall brand strategy. SIRIN LABS then worked with London-based Elemental Design to deliver the concept store, which references the brand language, tying together the digital platforms, packaging design, the mark of the logo and the product.

Guided by SIRIN LABS' extensive market research, Elemental sought to create a visually compelling environment that communicates the key features of SOLARIN. The result is an 'unexpected, original and slick' retail space.

On opening, the shop window featured a scale model of part of the store, using raked perspective and trompe-l'oeil, and showcased the smartphone.

The pale, minimalist interior is clad in marble with sharp white lines of light, reminiscent of lasers or scanners, slicing through the space. A sculptural collection of white plinths, snaking through the 'experience area' invites visitors to take a journey through the superior qualities of the product.

Elemental Design partnered with Media Zest and Media Monks to create an interactive laboratory, bringing to life the sound, camera, network coverage, design and privacy features of SOLARIN. 'By the end of this journey, it's clear that SOLARIN is focussed to deliver tomorrow's technology, today,' says a spokesperson for Elemental Design. 'However, you still will not have fully seen, nor handled, a handset.'

At the back of the store, in a whole other area, the ambience shifts from stark to

unapologetic luxury to set the final scene. The VIP lounge-cum-gallery has a colour palette of black with tones of bronze, and an abundance of texture, from hints of black painted brick to an entire wall of sumptuous velvet curtaining set against plush carpeting. Here, stunning rosewood panelling is teamed with black leather furniture and a perforated metal cocktail bar.

The space is beautifully lit, with a pair of Foscarini chandeliers bearing a striking resemblance to the SIRIN LABS trademark.

There is also a display wall that showcases the product and invites visitors for a closer look. Black lacquered panels support tall, bronze frames which each display a mobile, raised on an illuminated base. 'The treatment is almost that of a jewellery merchandiser, with the centrepiece being a gracefully revolving device,' says Elemental. 'After the education, this is the seduction, which could only result in a very discreet transaction.' **Rf**

