

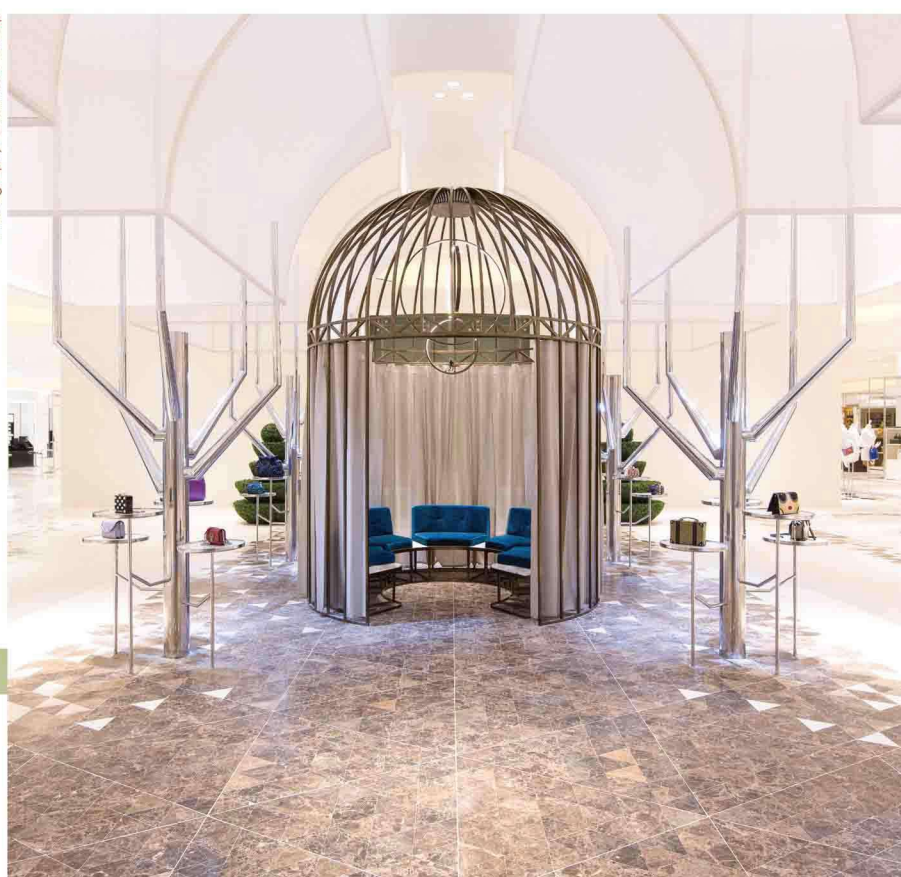
TRYANO

Yas Mall, Abu Dhabi

Design: HMKM
Opening date: November 2015
Store size: 20,000 sq m



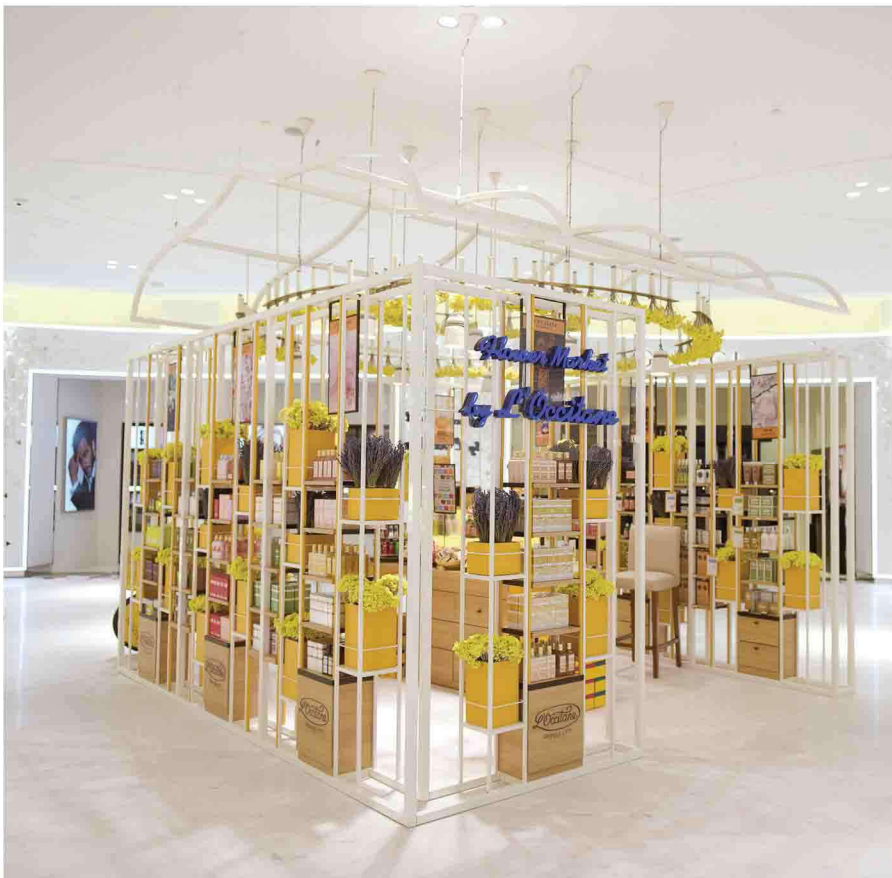
Photography: Chalhoub Group



Fantasy, luxury and technology combine to create a memorably immersive experience at Chalhoub Group's latest specialty store, located in Yas Mall, Abu Dhabi. Designed by London-based HMKM, Tryano is spread across three floors and focuses exclusively on beauty, accessories and childrenswear.

Taking Tryano's vision of a retail experience that is 'alive, entertaining, specialised and remarkable' as its starting point, HMKM developed a 'Garden of the Imagination' concept: an ever-evolving retail landscape that changes with the seasons.

'The grand tradition of French formal garden design, epitomised by the magnificent landscape surrounding the Palace of Versailles, inspires the store's elegant layout,' explains a spokesperson for HMKM. 'Central avenues divide the space



punctuated by theatrical pavilions like the Grand and Petit Trianons, so the store's formal plan is brought to life by a series of one-of-a-kind architectural elements,' says the spokesperson for HMKM. 'Each pavilion is inspired by a different aspect of nature. In the case of beauty and bags, these are defined by the notion of the 18th century pleasure garden, while the children's floor is conceived as a less formal, more playfully interactive adventure garden.'

Opened to coincide with the first anniversary of Yas Mall, Tryano houses more than 250 international and local brands as well as a La Pâtisserie des Rêves restaurant. **Rf**

into a series of parterres, surrounded by colonnades which house a sequence of destination brand boutiques.'

A multilevel geometric trellis woven from timber and steel, and featuring digital screens forms the store's interactive facade. Developed in partnership with digital agency KIN, the screens allow the store exterior to blossom with virtual foliage over the course of each day.

In keeping with the garden theme, the design of each area in store is inspired by nature's changing seasons. At the start of the journey, the customer walks through a grand reception hall with autumnal coloured marble flooring and timber-clad columns towards the central atrium, which is flooded with natural light.

The first floor houses a beauty space that is inspired by winter. Here, shards of icy mirror and crackled glass cling to vertical surfaces, while metallic floor tiles and mirrored fixtures emphasise a mood of pristine elegance.

On the opposite side of the floor, the handbag area takes its cues from spring, with soft rugs and bespoke sculptural tiles, designed in collaboration with London-based practice Giles Miller Studio. In gentle hues of rose, lilac, lavender and taupe, the tiles spread round columns and across shopfronts like cascades of climbing flowers.

On the top level, meanwhile, the children's department is adorned with vibrant summertime colour and playful textures, from rainbow-coloured glass butterflies to ombre-dipped cork. In the centre of the floor, a fairytale mirrored carousel evokes the enchantment of Versailles, lined with crystal spotlights and crowned with a mirrored canopy patterned in summery shades of green and gold.

Throughout the store, the customer's journey is guided by swathes of scattered tonal tiles, a detail inspired by the feeling of walking along garden paths lined with swept leaves.

'Just as Versailles' gardens were

