

## Cinq Sens

2450 Laurier Boulevard, Place Ste-Foy, QC, G1V 2L1 Canada



### SCOPE OF WORK

Due to the shopping center location the mandate was to design a medico-aesthetic clinic with a retail component catering to a sophisticated Quebec City clientele with high quality expectations. The challenge was to fuse both a clinical and retail environment within a spa ambiance.

### GOALS ACHIEVED

Subdividing the space into specific areas created a well-defined customer experience. These distinct sections have been designed to offer different products and services: a boutique, a manicure/pedicure area and enclosed rooms for health/beauty treatments. The result: Cinq Sens has become a success and has established itself as a trusted beauty destination.

### BRAND PROMISE

The goal was to create a holistic experience for the customer regardless of the type of service(s) or product(s) purchased. Cinq Sens' promise was to offer its clients a one-stop beauty destination that sells various skin care products and offers numerous health and beauty treatments.

### CUSTOMER JOURNEY

At the storefront sophisticated merchandising of selected cosmetic and skin care products along with modern graphics attract passersby. Inside, experienced estheticians recommend products and introduce the other services. The customer journey is not intended to be a one-time visit, but rather a long-term relationship where clients stay loyal to their esthetician and beauty destination.

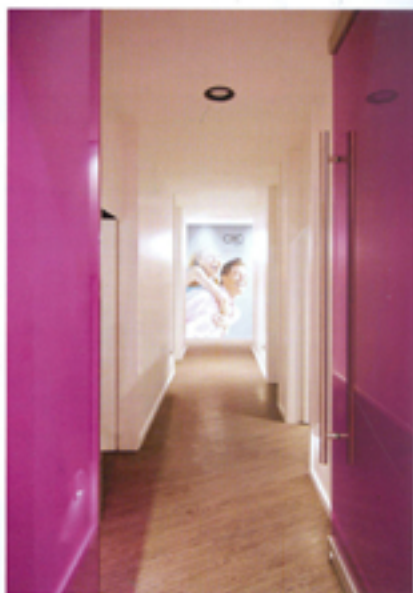


### BRANDING

The design supports the idea of a clinic meets beauty shop by morphing as a boutique and transitioning into a more spa environment followed by tranquil and sensual rooms. The materials used help support this idea with polished white Carrera marble wall tiles to full height white and black graphics with elusive silhouettes. Sound and scent played an important role in uplifting one's senses. To set the mood, there is upbeat music in the shop, a lounge-y atmosphere in the manicure/pedicure area, and soothing spa melodies in the rooms.

### ENVIRONMENTAL GRAPHICS

The backlit visuals atop the display walls strikingly feature brands and catch shopper's attention. A bold and colorful mural in the waiting area successfully separates the reception/lash section from the manicure/pedicure zone while reinforcing the company's brand. The manicure/pedicure zone features an oversized mural of soft daisies and is partially separated from the waiting area with a full-height fuchsia tinted glass panel. Finally, the back section is enclosed with a more clinical setting where each room features a unique sensual silhouette visual.



### STORE PLANNING

The layout was designed to guide the client from the retail area at the entrance to the esthetics service section then back to the more clinical body and skin treatment area. For privacy, that back section is not visible from the boutique so customers can escape into a tranquil and more discreet clinical environment.

### FIXTURING

Custom presentation fixtures were designed to feature various cosmetic and skin care products. All are custom-built and allow for the inserting of a visual merchandise identification tag. Two of the units incorporate a consultation bar where customers can test products. In the spa area, a custom built unit housing four sumptuous chairs heightens the client's experience.

### FINISHES

Surface finishes include: chic, high polished white Carrera marble wall tiles; bold, contrasting black and white lacquer finishes; a vibrant, full height tinted fuchsia wall panel, and the understated beauty and warmth of wood pattern porcelain tiled floor

### LIGHTING

With a very bright and inviting storefront, decorated with backlit light boxes and a TV screen, the general lighting becomes dimmer as you walk through the space and into the treatment rooms. LED core lighting is used to highlight the feature graphic wall at the reception while creating a more ambient light in the seating area.

### VISUAL MERCHANDISING

All products are merchandised in a refined and uncluttered manner. The boutique is equipped with full-wall length shelves and wide custom-built fixtures to allow an open presentation. White shelving highlights the products and respects the clean and sanitary look of a health and beauty establishment. The treatment rooms are completely void of product with only esthetic equipment visible.

### DESIGN FIRM

Ruscio Studio, Montreal, QC Canada

### PROJECT DESIGN TEAM

Ruscio Studio, Montreal, QC Canada

### ARCHITECT

Max Weber, Architect, Montreal, QC Canada  
Max Weber

### GENERAL CONTRACTOR

B-Tay Construction Inc., Saint-Nicolas, QC Canada  
Michel Despeux

### SUPPLIERS

Tile & Stone  
Rabbee, Montreal, QC Canada

### Graphics and Lighting

### Lameson, Montreal, QC Canada

### Vinyl Flooring

Amlo, Cahoon, GA  
Plastic Laminate Furniture  
Furniture, Saint-Jean-Sur-Richelieu, QC Canada

### Wallpaper

Green Wallpaper, Montreal, QC Canada  
Upholstery  
Designlex, New York, NY

