

Eye Candy

Location Turnhoutsebaan 5/400,
2110 Wijnegem, Antwerp, Belgium

Date August 2011

Design Creneau International

Size 135sqm

150

Rows of colourful packaging line the walls at this new optician's store, creating an eye-catching merchandising solution. To provide visual stimulus, the boxes are grouped according to colours that reflect different personality types, with names such as fashion forward (purple) or preppy chic (green). This allows customers to browse based on the colours they are most instinctively drawn to. Customers take their chosen pair to the till along with the box, which is also used as the take-home packaging. It is filled with cleaning equipment in containers that match the colour of the box. A plastic handle is also attached, allowing it to be carried home without an additional bag. The empty space on shelf is restocked straight away.





Eye Candy has a central seating area where customers can read a magazine, test different frames and get professional advice on their sight from in-store personnel. An eye-testing service is offered at the back of the store, and the company also allows 'fancy' glasses to be rented daily for special occasions, costing €25 (\$34).

