



SHOP  
TALK

Focus on fashion



The Retailer's Shop

CREATIVE  
DESIGN  
SHOP



# Michael Ridley Basics

**“Simple and effective”**

CDS created a simple and effective retail space for sporting and casual knitwear retailer Michael Ridley Basics by employing a clean colour palette and uncluttered lines. Textures include stainless steel framed display tables with Hi Mac solid surface tops.

Product grouping is made easy through practical bookcase racking and flexible shelving is perfect for displaying folded clothing groups.



# Amanda's Boutique

## "Complete makeover"

Our brief was to increase the retail space of the existing intimate boutique, a common need for many stores. We solved the problem by removing internal brick walls and relocating the change rooms to the former 'back of house' area, resulting in double the amount of retail floor space.

This project included a complete makeover for the store, from lighting and floors through to a feature wall consisting of a fully adjustable racking system.

The end result was a sophisticated and functional fashion destination in North Balwyn.





# Rutherford Jewellery of Camberwell

**“Creating an elegant environment”**

Rutherford Fine Jewellery and Kailis Pearls engaged CDS to design and construct a retail store as beautiful as their wares.

Our solution was a black, elegant environment that displays the pearls and other jewels to maximum effect.

We incorporated modern technology and finishes on the showcases and frameless, glass shelves suspended using the Vision rod system.



*The Retailer's Shop*

*Shopfitters working with you from concept to completion*

[www.creativedesign.com.au](http://www.creativedesign.com.au)

phone (03) 9558 6008

email [shop@creativedesign.com.au](mailto:shop@creativedesign.com.au)

CDS respects your privacy if you no longer wish to receive Shop Talk, contact us and you will be removed from the list.