

# Backlit Fashion Displays at Pink Fashion Store

Pink fashion store, Klagenfurt, Austria



*Pink fashion store, Klagenfurt, Austria, project by Inform, photo tinefoto for Inform*

## **Pink fashion store in Klagenfurt explores a new design concept – the seductive and translucent DuPont™ Corian® solid surface**

The new design concept for Pink, the Klagenfurt based fashion store in Austria, presents international fashion labels on two vast floors and focuses on quality. As suggested by its name, the colour pink occurs throughout the entire floor space. The design culminates in backlit sales counters made with translucent DuPont™ Corian® Strawberry Ice. The sophisticated shop design was developed by Inform, specialist in carpentry and shop fitting.

The design challenge was to maintain part of the historical structure and to confer a quiet and inviting look to the space by adopting clear lines. DuPont™ Corian® solid surface in Strawberry Ice was used to create the round and oval counter sales counters in the women's apparel section. The design recalls the shop's name and can be backlit thanks to the translucency of Corian®. The counters feature a minimalistic approach to present the latest fashion.

This is not the first time Pink's owners worked with DuPont™ Corian® solid surface. When renovating their male fashion store "b15" about ten years ago, the store chose to use the advanced Corian® surfacing material for the shop design. And since then, they have appreciated the material for its ease of maintenance and high durability.

Johann Marktl, managing director of Inform, explains the reasons for having chosen this material: "Thanks to a positive long-term experience with this material, we easily agreed with the management of Pink to install DuPont™ Corian® solid surface again. The Strawberry Ice colour particularly convinced us, as during the evening hours the interiors gain a special atmosphere thanks to the backlit effect. It is a real eye catcher when you go window-shopping. Last but not least, as a material transformer, we appreciate the vast shaping possibilities of Corian® surfacing material: its thermoformability and seamless appearance allow us to create these monolithic elements."