



Vodafone Customs Street

Customs Street East, Auckland

Services

Interior design

Sector

Retail

Brief

We were asked by Vodafone to create a new flagship retail store in the heart of Auckland's Britomart precinct. The store presence came at a time of uncertainty for Vodafone's future brand strategy, so a neutral and adaptable environment capable of accommodating any new brand direction was required.

Next generation instore brand experience

An international brand with a major New Zealand presence, Vodafone operates more than 70 retail stores across Aotearoa. We have a longstanding relationship with the tech and telecommunications powerhouse that's enabled us to capture and strengthen its brand and essence within a uniquely Kiwi design framework.

Located on Custom Street East, the new flagship store for the digital services company is equipped with the latest devices and a team of local advisors ready to greet customers. For this particular project, we designed a highly flexible, customer-centric store, understanding and prioritising the very specific needs of the customer demographic that uses the downtown precinct.

The display systems we designed and developed are modular and adaptable, enabling rapid store reconfiguration. The modular nature of the display elements means they're also interchangeable between stores, promoting reuse and supporting a sustainable approach to Vodafone's store strategies.



Vodafone's Chief Consumer Officer Carolyn Luey commented, "Humans still appreciate face-to-face connection, especially when it comes to buying a new smartphone or switching phone plans. We want to see how the handset feels in our hands and talk to a trusted advisor about how it works. This store is the perfect location to demonstrate our 5G network capabilities to customers."