

# Oasis



Oasis's boutique-style store at Westfield London is a brave move by the womenswear chain, according to its managing director Sharon O'Connor. "We've changed everything, but we're excited about it," she adds. The fascia is striking, with floral displays in the window and a wire art installation hanging above the front of the store. The petal-themed 3D artwork continues throughout the store, and concludes with a

sculpture attached to the ceiling at the rear. The feminine interior has ambient lighting, chilled music while a unique scent infuses the entire store. Quirky touches such as pop-up shops featuring mannequins and images of Oasis ad campaigns are scattered around the shop floor and the changing rooms are luxurious, with printed fabrics on the walls and heavy red and purple velvet curtains.

