

VELORETTI

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Veloretti redesigns brand store in Amsterdam

Interior inspired by the bike brand's recognisable frames



Amsterdam-founded bicycle brand Veloretti has reopened its brand store with a fresh new interior by design studio S-P-A-C-E Projects.

“With the recent release of Veloretti Electric, we wanted to combine our playful, bright brand aesthetic with a more tech-driven approach to design that’s fit for the future,” says Tom Wolters, Head of Sales, Veloretti. This is translated into a modern plan, using minimal geometric shapes and a focus on tactility with materials such as softwood, high gloss laminate, and travertine.

One of the most recognisable elements of the renewed store is the tube wall, referencing Veloretti's iconic bike frames. To contrast the hard materials of the bikes, Veloretti chose a felt finish for the wall, making the tactility of both the products and the store a recurring theme.

Pepijn Smit, founder, S-P-A-C-E-S: "For me, Veloretti is the most fashionable bicycle brand, which I wanted to emphasise in-store. Where fashion brands have stainless steel walls and soft fabric products, I did the reverse for Veloretti."

Veloretti's Brand Store is open every day to test-ride the Electric and City bikes, and direct purchase of Tricycles and Mini bikes plus accessories such as helmets, bells and carriers.

ORIGINAL URL

<https://veloretti.pr.co/224932-veloretti-redesigns-brand-store-in-amsterdam>



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