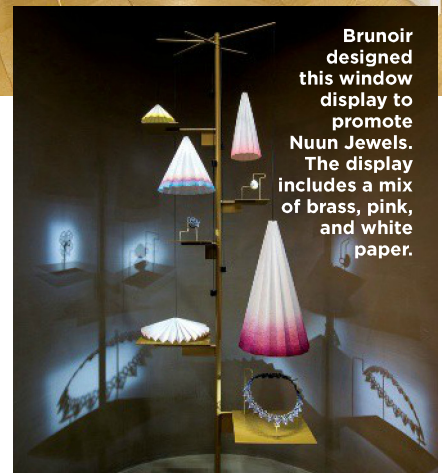


BRASS + PINK + CULTURAL TIES make the perfect palette for this Parisian jewelry store.

By | Kate Rockwood



Pink was one of the main client requests for the design of Nuun Jewels. To keep the feel sophisticated, however, the designers used indirect lighting to create soft touches of the color.



Brunoir designed this window display to promote Nuun Jewels. The display includes a mix of brass, pink, and white paper.

When jewelry designer Nourah Al Faisal approached French studios Brunoir and Java Architecture to design the interior of her new 750-square-foot boutique Nuun Jewels in Paris, France, she had one requirement: “A lot of pink and a lot of gold were the main client requests,” says designer Florian Levy, one of Java Architecture’s founders. “But it’s already a jewelry shop—you don’t want to compete visually.” To craft a timeless interior that showcases the jewelry, the teams deployed a sophisticated blend of elements.

A TOUCH OF BRASS

Nearly two years ago, Brunoir designed a window display at the Four Seasons Hotel George V in Paris to promote Nuun. The display was inspired by Renaissance-era cabinets of curiosities and used a mix of brass, pastel pink, and white paper. “We knew immediately we wanted to keep the brass consistent to link it to that earlier window,” says Brunoir co-founder Jennifer Bongibault.

In the new boutique, brass makes a comeback: Brass overhead lamps, display frames, and shelves all provide brand cohesion. Brass-toned mirrors along the back wall help the slim footprint feel more expansive. “Subtle touches of brass here and there create a sense of sparkling gold speckled throughout the shop,” Bongibault says.

A PASSION FOR PINK

The client craved “pink, pink, and more pink,” Levy says. The design team worried that a strong pink might lack sophistication, so they aimed for a more subtle approach. At first glance, two of the boutique’s walls seem white, and two appear soft pink. In fact, all four share the same shade of white.

“There’s no element that’s directly pink in the shop,” says Brunoir co-founder Jeanne Boujenah. “Instead, it’s integrated into the lights, so it has a more diffused effect.”

The designers arranged several jewelry cases along one feature wall. In front of those cases, they erected several pink-backed panels to hold smaller cases. As indirect light hits the arched panels, it diffuses onto the wall, creating a dappled pastel pink effect.

MIDDLE EASTERN ROOTS

For as much as the space exudes Paris—the tiny footprint, the wooden floors, the oversized front windows—Al Faisal wanted the shop to include a nod to Saudi Arabia, where she grew up. “We decided to use curves with the traditional architecture to make the visual link from Paris to the Middle East,” says Levy. Curves, as opposed to right angles, are a common element in Middle Eastern architecture.

Curved blue and pink velvet chairs provide the only seating. And the arched panels of the feature wall extend to the ceiling, creating a double-skin interior that juxtaposes the wall’s crisp corners. The result is a space that’s personal to the owner and universal in its visual appeal.