SANABEL

COSMETICS RETAIL

Store concept guidelines.

A coherent identity.
An inviting place to discover beauty.

01 / Concept edition · 2026

A beauty store that feels easy to enter.



Recognise it outside.

Understand it inside.

Choose with confidence.

Illustrative visual direction. Facade geometry and interior arrangement are not a surveyed site design.

One concept.
Every part connected.

02 The store
A shared visual ambition

04 Purpose
Who uses this guide and how

05 The concept
Brand, materials and modular kit

06 Signage
Wordmark, fascia and projecting S

07 Windows
One story, clear sightlines

08 In-store programme
Six purposeful zones

09 Customer flow
Browse freely or ask for help

10 Floorplan
One consistent illustrative layout

This ten-page opening section sets the concept direction. Detailed fixture, lighting and construction schedules follow after a real site brief.

THE SHARED BRIEF

Make every choice feel like Sanabel.

The identity, the store and the service should tell the same story: contemporary cosmetics, easy discovery and helpful personal attention.

This guide gives the owner, store team, designer and suppliers a common direction. It explains the purpose of each element and how the elements work together.

Use the principles consistently. Adapt the configuration to the location, assortment and way customers want to shop.



Identity + function + customer experience

Keep the chosen wordmark and S intact. Let products, people and useful information do the rest.

> **Before a fit-out:** confirm the premises, assortment, service offer, budget and site requirements. This is a concept guide, not construction documentation.

Premium in care. Approachable in attitude.

The promise

A calm setting where women can discover cosmetics, compare options and try products with optional help.

A reusable kit of parts

Repeat wall bays, changeable display tables, a try-and-advice station, checkout and concealed stock. Rearrange the kit around each store shell.

Every element earns its place

Use the S for recognition, light for seeing products clearly, and durable surfaces for daily retail work. Avoid decoration that competes with the range.

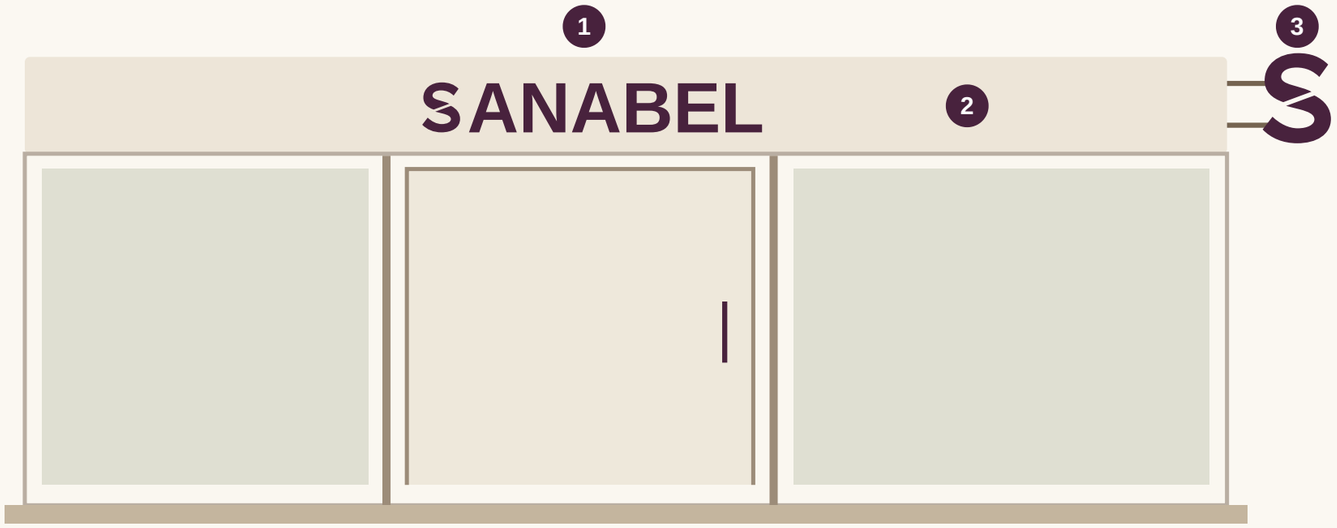


Aubergine	Warm ivory	Champagne
#48223D	#FBF8F2	Material accent

Digital colours guide the direction. Approve physical finish samples before specifying fabrication. Packaging shown is a concept, not an established product range.

Be recognised before the door.

The full wordmark identifies the shop from the front. The custom S helps people recognise it as they approach along the street.



01 / Wordmark

Use the exact master artwork. Retain the custom S, letter spacing and strong contrast.

02 / Fascia

Warm ivory, a restrained finish and clear breathing space. Keep competing messages off the brand field.

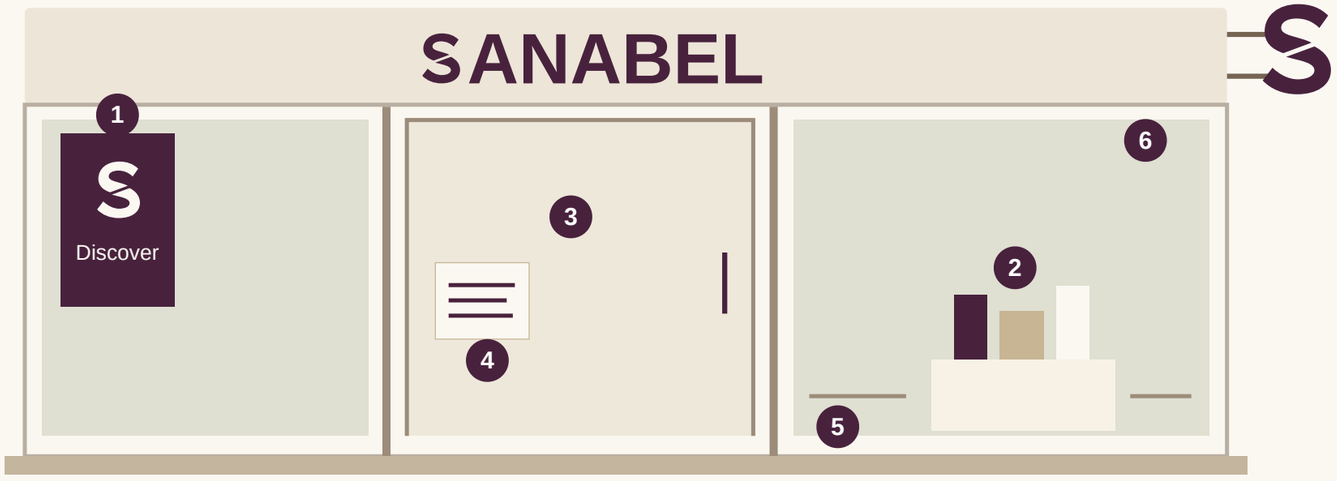
03 / Projecting S

Use the mark alone, with its diagonal opening intact. Coordinate illumination and supports for both pieces.

Front elevation concept. Final size, visibility, support, power and permissions depend on the site; verify day and night performance.

One story.
A clear view inside.

The window should invite discovery, show what Sanabel sells and make the entrance obvious. Remove old stickers and redundant messages before each change.



01 / Campaign visual

One focused message.

02 / Product focus

A small, coherent selection.

03 / Clear entry

See the door and welcome zone.

04 / Practical details

Only confirmed opening information.

05 / Reusable mounts

Easy, consistent changeovers.

06 / Sightlines

Keep a view of the shop beyond.

Window diagram, not a production elevation. Practical-information lines are placeholders; no opening hours are asserted.

Six zones.
Six clear jobs.

Arrange the store around customer tasks, then place the fixtures.

01 **Welcome**
A calm arrival, a clear view in and a friendly greeting.

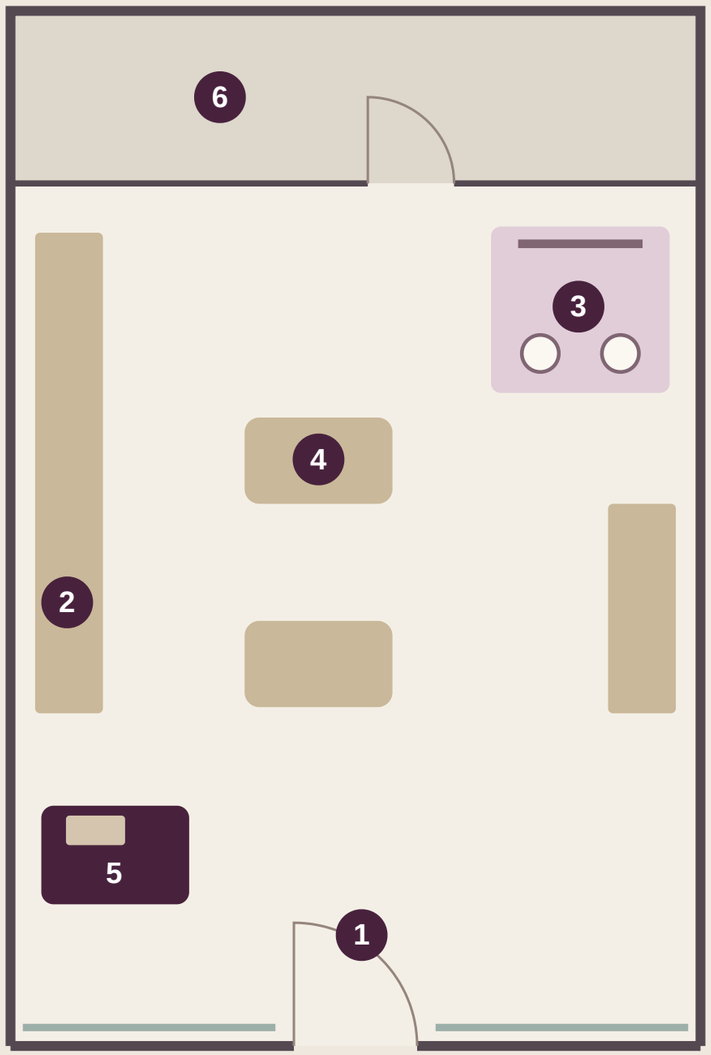
02 **Discover & compare**
Skin and makeup grouped clearly; alternatives easy to compare.

03 **Try & advise**
Mirrors, useful light, clean testers and optional personal help.

04 **Seasonal focus**
One changeable story with the products needed to act on it.

05 **Pay & wrap**
An easy finish, clear conditions and consistent bags or gift wrapping.

06 **Stock & prepare**
Refill, cleaning and staff work kept organised behind the scenes.



Illustrative zone and fixture relationships. Same plan used on pages 9–10.

Help when wanted. Freedom to browse.

Different visits need different routes. Greet customers without making assistance compulsory.

Discover independently

Welcome → browse and compare → optional try → pay and wrap. Keep a direct route to a known product.

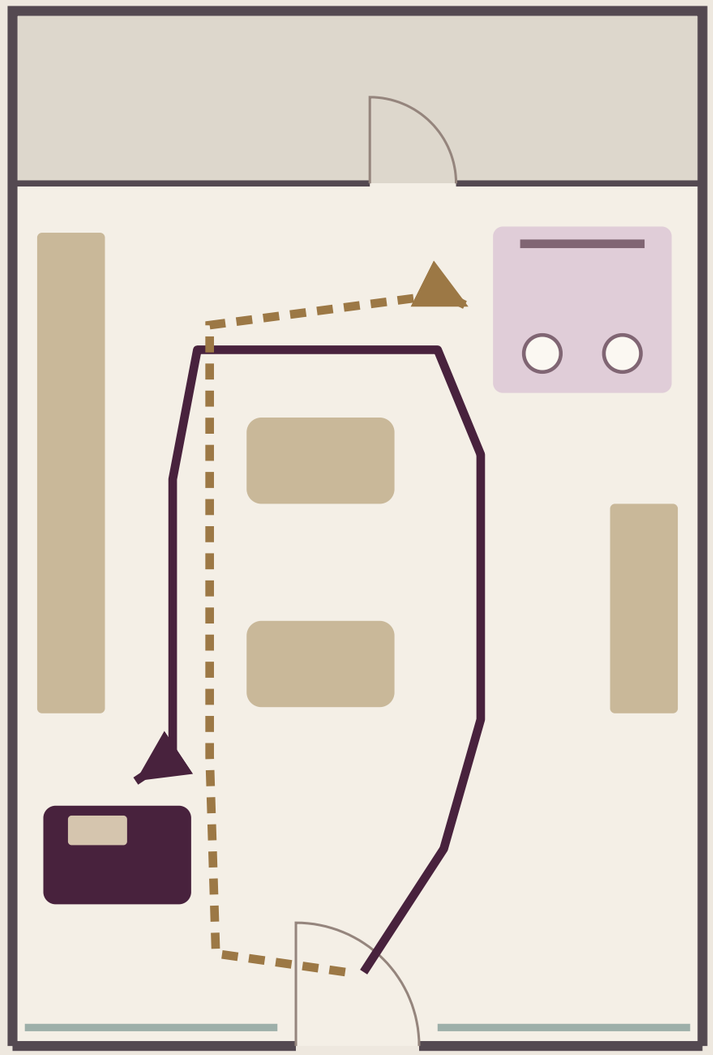
Explore with advice

Welcome → understand the need → try together → compare → choose. Explain products beside the customer.

Make returning easy

Offer useful care or routine guidance and an optional way to stay in touch. Don’t make a discount the only reason to return.

Connect the whole visit: THERE → IN → BUY → BACK.



Suggested movements, not observed traffic or a mandatory route. Observe real visits and adjust.

TEST-FIT ASSUMPTION / 96 m²

One kit.
A workable whole.

An assumed 8 × 12 m rectangular shell illustrates the relationship between selling, trying, paying and supporting the shop.

Fixture programme

Two perimeter display runs; two freestanding tables; one two-seat try-and-advice station; one checkout and wrapping counter; one rear stock/preparation zone.

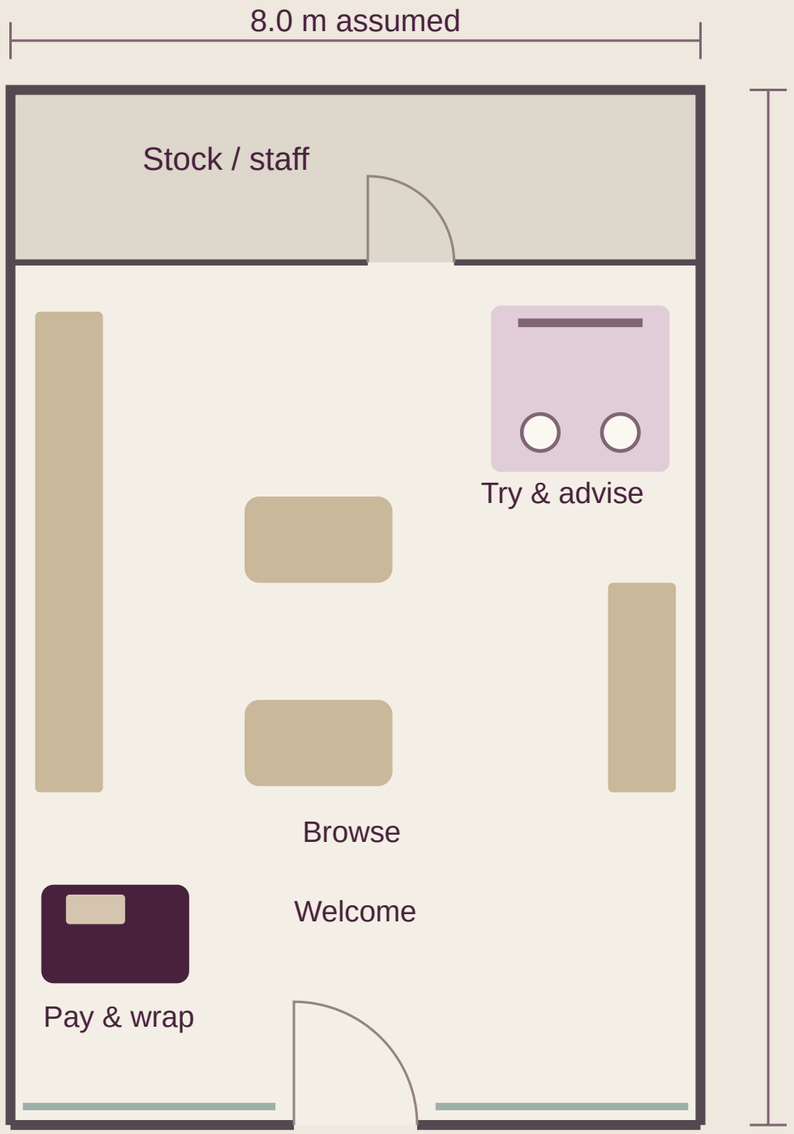
Keep the layout useful

Preserve a calm arrival, a direct browse route and clear sightlines. Refill displays without turning customer circulation into storage.

Resolve with the real site

Confirm entrances, structure, services, toilets, exits, circulation, access and stock capacity before fixing dimensions or ordering furniture.

> **Concept only.** No actual premises or measurements were supplied. The facade visual, front elevation and this plan express a direction; they are not a coordinated construction set.



Assumed dimensions, not a measured site plan. No code compliance or fixture capacity is established.