



Project H&M

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Overview

Location:	Melbourne	“The launch of Swedish’s retail giant H&M at its maiden
Architect:	Outline Landscape Architects	store in Melbourne has been completed by fitting large
Product:	OneBlind, Mottura Curtain Tracks	motorise oneblind curtains to complement the unique design
System:	Motorised	installation of its interior space while integrating with the
Qty:	5	historic GPO building architecture.”

Objective

To complete the rejuvenation of Melbourne’s historical GPO building for the opening of the international retail brand, H&M as its very first store in Australia. Melbourne’s love for contemporary fashion trends and preservation of historical landmarks meant the solution required was to create a minimalistic ambience throughout the store whilst retaining the classical look of the building.

The Solution

Oneblind was selected for the project given that there were a variety of window shapes and sizes to cover. Channell Translucent White fabric was fitted into the interior spaces to minimise light penetration while not necessarily creating a total blackout. It’s perfect to still be able to appreciate the historic architectural designs. Mottura Curtain tracks were also featured for easy operation and can hold up to 50kg of curtaining which suited for this project due to the sizes of the fabrics.

5 fully functioning motorised Oneblinds were produced and fitted with drop sizes up to 10 meters long. A motorised system was suited for the job for safety and efficient management for the launch of the retail brand.