

# The Art of Seduction

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*The art of seduction is an indispensable primer of persuasion that reveals the timeless power of the age-old art. We unearth its mesmerizing power within the sphere of the Secrets of Day lingerie boutique located in the Netherlands where shoppers are spoiled for choice when it comes to purchasing lingerie.*





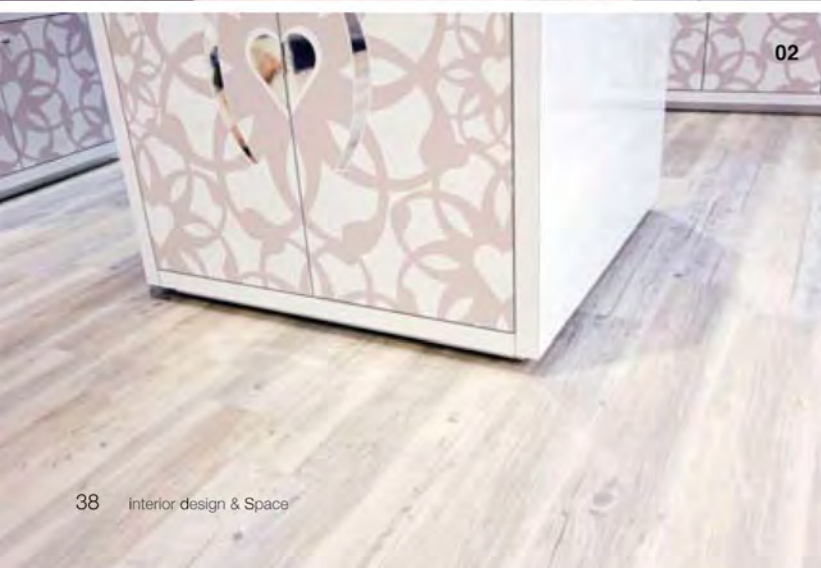
01

The concept of seducing is so much more fun than selling and it is apparent that selling by seduction is the name of the game in this lingerie boutique.

The question of how to put a product as scintillating and seductive as lingerie in the market and present core values such as confidence, sex appeal, charm and success and love is addressed in the exclusive boutique which comes with the provocative name of 'Secrets by Day'.

Melding designer luxury and premium product offerings with elegant sophistication this lingerie boutique offers the modern shopper an unforgettable experience that considers the shopping environment, sensory design elements and merchandise layouts. The area is designed to be interactive and engaging and also function as a showcase for the premium lingerie collection which is presented in high gloss cabinets complete with lace finishing's.

The boutique has a free-form layout for customers to meander around the racks of lingerie but it also leaves enough space for customers to seek personal advice. The "customer needs come first" concept designed by the COEN! team is evoked through the entire boutique where it presents lingerie as the seducing eye catcher within an intimate atmosphere.



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03



04

- 01/ The boutique's layout.
- 02/ Detailed cabinet work to showcase the premium products.
- 03/ Customized cabinets that reflect the store's logo.
- 04/ The Secret by Day logo.





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07

The vivid boutique environment can be transformed into a catwalk to accommodate client viewings in the evenings. Plush purple carpet and lavish textures like satin and velvet on elegant furniture provides a distinct touch to give customers a taste of seduction - which is what the company sells. Rich colors create a sensuous, sophisticated atmosphere while the purple sleek walls and cases which reflect the multiple LEDS create a certain sparkle within the boutique.

An outstanding feature of the boutique is the exclusive fitting rooms which are situated within an intimate setting and donned with warm purple lights and soft carpeting. It is akin to a boudoir embracing you with attention. For sure, when you leave the spacious dressing room you will be able to stand proudly in front of a mirrored wall saying "I am beautiful".

05/ Smartly transformed into a catwalk for client viewings.

06/ Rich colors to complement for the range of lingerie.

07/Purple lace finishing's that add a sensory design element to the boutique.





08



09

The storefront appearance is welcoming and lined with potted greens as it beckons customers to walk in to make "a little secret" purchase. The facade captivates with its simplicity and stunning window display to attract the shoppers.

The logo of Secrets by Day reveals the secret of the heart enclosed in a parenthesis. The use of color translates white and purple as day and night and the specially designed lace pattern supports the visual communication.

Secrets by Day owner Wendy Roy summarized the collaboration as follows: "A designer can realize my dreams of a perfect boutique in a way that I never could. Everything is well thought-out and carried out in the total appearance. With this approach I can focus my attention on my clients..."

**Coen van Ham**  
**Conceptual & Architectural Designer**  
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Coen van Ham is a Dutch conceptual and architectural designer. He studied at the renowned Design Academy in Eindhoven. His design agency COEN! is one of the leading agencies in the Netherlands on account of its innovative concepts, stunning designs and inspiring workshops. His style is colourful, graphic, sober and communicating.

08/ The dressing room with plush purple carpets and sparkly LED lights provide an intimate environment.  
 09/ The welcoming glass façade lined with greens.

