

New to the Queensland retail scene is tween/teen brand Harper Bee, created by an Australian mother and daughter duo to “celebrate girls”. Now with two locations in Queensland – one store at Toowoomba Grand Central and another at Brisbane’s Chermside, Harper Bee promises a delightful shopping experience.

Oversized golden gates adorn the store entrance and make for a bold first impression. Constructed from steel, the gates are powder coated to match the gold colour scheme used throughout the store. The brand’s logo – a stylised bee – was CNC plasma cut from sheet steel by Onward Concepts and welded to the door frames by Shop-Fit Fabrications.



The store interior is light and fresh with the subtle white and gold wall treatments designed to complement the bright pops of colour provided by the unique product range, all of which were created by a team of amazing Australian illustrators, designers and production staff. At first glance, the hexagon patterned wall could be mistaken for wallpaper when it is, in fact, CNC routed and painted in 2 pac PMS colours to produce a 3D feel.

On the back wall, large vinyl hexagons in vibrant PMS colours are quite a contrast to the white hexagons on the side walls. CNC cut from white melamine, these hexagons are finished with routed holes to create peg board-style merchandising displays. The design accommodates both dowel hooks and Laminex Rural Oak Riven finish melamine shelves, and provide flexibility in visual merchandising.



Recessed lights in the ceiling are paired with modern pendant spot lights, positioned purposely to illuminate the displays.

The design and fitout of Harper Bee’s stores perfectly complements the brand’s ethos and the result is a fun retail space that provides an inspirational shopping experience. ✦

PROJECT SNAPSHOT

Client: Harper Bee

Location: Toowoomba, QLD

Project Size: 89 square metres

Fitout: Onward Concepts



Girl Power