

# Brand identity brought to life



## PROJECT SNAPSHOT

Client: Ozmosis

Location: Eastlands Shopping Centre, VIC

Project Size: 315 square metres

Joinery: Onward Concepts

Fitout: All Trades R Us

Design: Ozmosis and Onward Concepts



Ozmosis is an Australian owned company which originated in the late 1970's on the Mornington Peninsula with three well equipped surf stores.

Fast forward 30 years, and Ozmosis has developed into one of Australia's largest retailers in the youth lifestyle market stocking the biggest surf, skate and street wear brands.

Ozmosis has recently opened their new concept flagship store at Eastland Shopping Centre, Ringwood, Victoria. The design reflects current trends with the use of natural wood products and man-made finishes that help to define the brand's identity.

The shopfront is constructed locally from steel, recycled barn oak flooring and mesh panelling. The flooring is X-Bond hand trowelled for a natural effect.

The ceiling incorporates three main elements; recycled barn oak feature, mesh panels with brand signage and LED lights and an open vaulted area.

Onward Concepts worked closely with the client to redesign the joinery to meet the specific requirements of the brief. All joinery was manufactured in Onward Concepts' warehouse and installed onsite.

