



Neiman Marcus The Bravern

Bellevue, Washington

A.R.E. Design Awards
Grand Prize / 2010

RDI
Award of Merit / 2009

Sophisticated Shopping in Seattle

CHALLENGE

Neiman Marcus wanted to open its first store in Washington State, which was to be the centerpiece of The Bravern, a new mixed-use complex including a luxury shopping destination on the east side of Lake Washington in downtown Bellevue.

SOLUTION

The Neiman Marcus vision is one of an extraordinary design vocabulary including focused furniture and fine art, effective lighting, carefully chosen materials, and close attention to detail in an upscale and entertaining environment. We produced the ideal Pacific Northwest shopping experience in three levels, with 125,000 square feet, including the store's Mariposa Restaurant.

The store's concept, offering customers the finest brands in fashion, lies in promoting a feeling of modernism, openness, and simplicity. The design includes clarity of space and pure lines. The materials palette includes glass screens to maintain translucency, warm light tones, and the highest-quality metal and wood finishes. Colors and contrasting materials playfully lead customers from point to point, introducing elements of surprise. The plan integrates carefully placed neutral zones for presentations of fine art, a signature Neiman Marcus program conceived to enhance its customers' aesthetic and educational experience.