



# Murad Retail

Los Angeles, CA

The 1,500 square foot storefront introduces a technology driven retail experience to the beauty brand, while further educating and giving health and beauty insight to others.



LOCATION:  
Los Angeles, CA

- TAGS:
- AWARD-WINNING
  - BRANDED ENVIRONMENT
  - CUSTOM FABRICATION
  - RETAIL

# ShubinDonaldson

Murad teamed up with Shubin + Donaldson Architects to create their first flagship store in the heart of Los Angeles. Experience design played a big role in determining the overall layout and location of display fixtures in order to maximize the best brand experience. The clean modernist design creates a beautiful backdrop to the colorful aesthetic of the beauty brand. Murad's "Inclusive Health" philosophy is represented in custom patterns designed throughout key elements of the project like ceramic tiles, laser cut screens, and an iconic ceiling element that is also present in the brand's new corporate headquarters designed by Shubin + Donaldson Architects. For Shubin + Donaldson, it was important to visually reflect the brand's DNA not only through the materiality, but also the construction process. The brand's belief in social responsibility was carried through the use of environmentally friendly and sustainable materials and products.



## Project Information

**PARTNERS IN CHARGE:**  
Robin Donaldson, AIA

**PRINCIPALS IN CHARGE:**  
Mark Hershman

**PROJECT TEAM:**  
Ivan Blanco