

Modular shop interior transforms into event space



Called Super-Furnitures, architect company [Bureau Spectacular](#)'s modular pieces create all the necessary retail spaces in Los Angeles' new Frankie store. The store is the relaunch of the Frankie B brand, and the Super-Furnitures provide product display space, bookshelves, fitting rooms, storage and more.

When the pieces are fitted together, they create a 28-foot-long staircase that can be used as seating, staging and a runway. The Frankie store is Bureau Spectacular's first retail design project.

Shopfronts are expensive, and a number of brands are finding ways to link the power of online shopping with in-store experiences. In South Korea, visitors [power their own virtual reality flying bike](#) experience. In China, a [gallery shop also teaches woodworking](#) skills. Where else could links be made between physical and online spaces?

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