



Design & Access Statement

Project: MAC Cosmetics Retail Store
Address: 131 Buchanan Street, Glasgow. G1 2JA
Date: 10/ 10/ 2023

Introduction

131 Buchanan Street is a double level retail unit, with retail on the Ground Floor and the Basement designated for staff training and stockholding. Staff welfare facilities include Kitchen and unisex WC's. There is a secure access door leading to the timber stairwell that runs between the Ground floor retail space and the basement.

Ground floor entrance also serves as the main fire exit.

Basement has two fire exits, one at the rear of the training room and the other at the west end of the basement (rear of Stockroom)

MAC Cosmetics

An internationally renowned cosmetics brand and the design proposal draws on its existing store portfolio featuring appropriate materials and finishes, but with localised elements as point of difference.

The intent is to create an immersive, luxe, and unique shopping experience that recruits new and existing M·A·C domestic and international customers. The design is anchored by providing key services to promote make-up artistry, and opportunities to play, interact and engage with product, technology & artists.

Careful consideration has been taken with existing environment and architecture, exploiting these to enhance the customer journey from entry to completing the sale.

This destination will also be used as a flexible hotspot for M·A·C training events—press & influencer, consumer & artist, leaning into M·A·C's brand fashion & cultural DNA in an iconic part of Glasgow.

The service proposition is to support our customers in selecting, testing and purchasing products and our store team are trained to be able to provide this service anywhere in store.

The store is provided with a wireless pin entry device enabling cashless payments to be taken anywhere in store. Cash payments can be taken anywhere in store.

Façade

The façade is Grade II (B Listed).

Full height x width entrance door proposed with existing access ramp to be maintained. This replaces the existing aluminium frame doors which is not in keeping with the façade architecture. The intent is to replace it with something less conspicuous.

*Note: that the adjacent units have aluminium framed doors with panel windows above the door.
(See fig 1)*

The existing vents will be removed and replaced with single glass panes, set between the existing columns which are assumed to be protected elements.

Note: All adjacent units have different header /vent details above the glazing.

Note screen/ graphic display would be placed behind the glazing.

New bus stop sign – illuminated and relocated to mirror positioning on adjacent units.

(See fig. 2)

MAC MAKEUP Studio

This space is the cornerstone of MAC's DNA and where make-up services are given.

The customer journey is anchored by this one element which also drives significant revenue so is vital to the success of the store. Each customer is presented with a 'MENU' of free and paid services, whereby they can interact with a make-up artist on a one-to-one basis, to feel informed, get excited, learn about the product and be a part of the theatre. A significant part of the service is also getting customers to sample the product, learn how to use it to get the best effects, looks and ultimately get them to feel good about themselves.

It is a fixed design which uses enhanced lighting with adjustable light settings (Ring mirrors that can mimic daytime or evening events). Each station is also enabled with hearing loops.

The 'Make-up studio' is a consistent, popular area in all MAC stores, and enabled for 1 to 1, more private interactions but accommodate a 1000mm turning circle, room enough for staff and customer at each station. The counter is 900mm high to facilitate seated/standing interactions. Adjustable height seats also support this, as well as handheld mirrors that are available to customers.

POS Unit

The intent is to create an immersive, Luxe, and unique shopping experience that recruits new and existing M·A·C domestic and international customers. The design is anchored by providing key services to promote make-up artistry, and opportunities to play, interact and engage with product, technology & artists. Wireless Pin Entry Devices [PED] are provided to enable card payments to be taken anywhere in store, in line and compliant with the building regulations and equality act.

APPENDIX

Fig 1 – Façade Images



APPENDIX

Fig 2 – Branding Positioning (Cont..)

