



FLAGSHIP

SÖDERMANNAGATAN 19, STOCKHOLM

L:A BRUKET



FLAGSHIP STOCKHOLM

For the past five years, we have poured our energy and focus into developing and perfecting our coastal skincare range. Constantly drawing inspiration from our home in Varberg and the coastal way of living we know and love, we think it is time to share this inspiration with you.

“We want the store to tell our story. To bring to life our coastal roots and share our ongoing curiosity with the power of water.” – Monica Kylén

We at L:a Bruket are proud – and excited – to announce the opening of our flagship store in Stockholm. This dedicated space will be used to demonstrate our broad range of natural and organic products, share our philosophy and approach to skincare and bring to life our influences for customers, old and new.

We wanted our first bricks and mortar store to be here in Stockholm as it is one of our favourite cities, and happens to be the home of brands we admire, friends we can count on and everyone else we can't wait to meet.



“I wanted to mimic nature to expose the otherwise concealed beauty of the stores composition, in order to echo Mats and Monica’s appreciation for the foundations of health and beauty; skin and hair, which we seek to protect and shield from the elements.” - James Brooks



“The sea, once it casts its spell, holds one in its net of wonder forever.” – Jacques Cousteau

DESIGN CONCEPT

L:A Bruket’s flagship store in Stockholm is built around the elemental force that inspired the brand’s creation and is central to their ongoing inspiration; water.

Co-founders Monica Kylén and Mats Johansson, hailing from the West coast of Sweden, created L:a Bruket to represent a coastal influence on life, through a holistic and uncompromising range of skincare. Playing a central role in how the products are developed, Monica and Mats often turned to the power of water, salt and seaweed, to create new products and treatments that can stand up to unpredictable coastal and urban conditions.

When first thinking about their flagship store, Monica and Mats sought the advice of friends from the Semcon design studio in Gothenburg. They were introduced to James Brooks, art director and designer, who helped distill their inspirations and philosophies to ideate and design the space.

Breaking down the meeting between land and water, Brooks wanted to concentrate on using the internal space to show the dynamic side of this interaction, seeing water as the creator and sculptor rather than a muse.

By removing the designers hand, Brooks saw the space as a conduit for surging sea water, imagining it’s impact on the space, by eroding and exposing layers over time.

To achieve this deconstructive approach, Brooks sought Semcon studios digital simulation expert Anders Svensson to mimic coastal-erosion through cutting edge deformation algorithms to the lower surfaces of the store’s interior. This 3D representation was then used as a blue print for the digital milling machine to sculpt those panels from layers of Swedish birch, to create a deconstructive approach. Creating a coastal experience in the urban environment of Stockholm is an invitation for everyone to experience L:a Bruket’s roots and the driving force behind this functional, natural and organic skincare range; water.

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11/2015

by

Monica Kylén and Mats Johansson

in collaboration with

Semcon Design

Lead Design – **James Brooks**

Architect – **Andreas Friedrich**

Industrial Design – **Emil Marklund**

Digital Simulation – **Anders Svensson**

All Photography - **James Harris**

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