



Be Queen Boutique in Limnos

Interior Design:
(at)²

Photography:
Olga Zevrou

Natural textures

The project introduces a new architectural paradigm within the realm of luxury retail. The space functions not merely as a point of sale but – through meticulously detailed design – as a complete spatial experience that celebrates minimalism through the refined elegance of natural materials.

Material & Color Palette

At the core of the store's identity lies the use of natural materials, with luxurious onyx stone in green and blue tones as the dominant element. Wall claddings, countertops, and display plinths form a framework of understated luxury with an earthy character, while light reflections on the surfaces reveal their natural depth and texture.

The warm color palette serves as a calm backdrop, allowing the garments to take center stage. The restrained aesthetic is enhanced by clean lines and geometric clarity, enabling effortless movement and a sense of freedom. Floating shelves and stainless-steel structures emphasize lightness, while mirrors with golden frames introduce a subtle radiance and expand the spatial perception.



Lighting Design

Lighting design, with warm 3000 Kelvin tones, creates an atmosphere of intimacy, highlighting the fabrics' textures with precision. Through carefully defined zones, light directs the visitors' flow, accentuating both products and architectural features. High-CRI fixtures ensure accurate color and material rendering, reinforcing the sense of quality throughout the space.



Custom Elements

As an unexpected touch, the fitting rooms deviate from the dominant palette, adopting a soft green hue that evokes warmth and privacy while maintaining harmony with the store's natural character. This contrast adds visual interest and functions as a spatial threshold that enriches the visitor's experience. The design demonstrates that minimalism – when paired with natural materials and refined detailing – can become synonymous with luxury. A space that transcends the act of consumption and transforms into a complete design experience, where fashion and architecture coexist in perfect balance.



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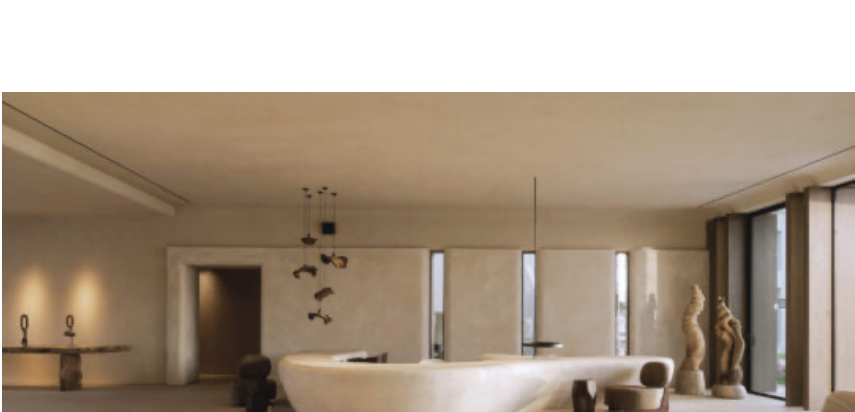
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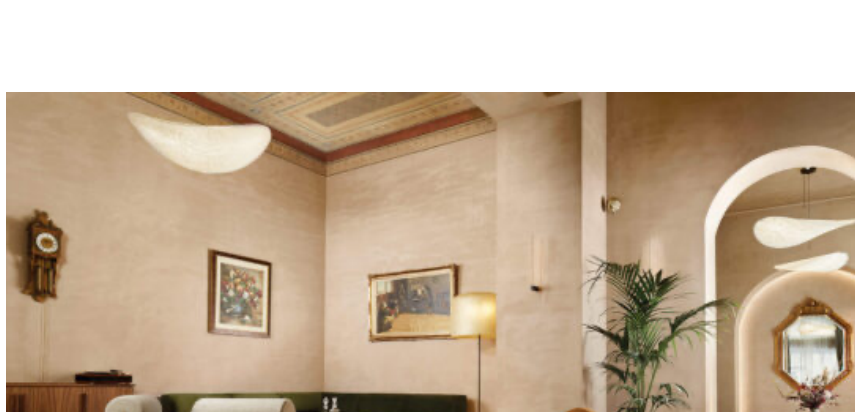
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