



## Moniker

SNØHETTA has created an immersive brand world from distinct personality traits for this Norwegian retailer.

Norwegian brand Moniker inspires shoppers to discover their own signature style by immersing them in a playful retail universe. Snøhetta worked with Moniker to deliver branding and interior design based around distinct personality traits such as "idiosyncratic," "curious," and "sensitive," and real-life people such as Grace Jones and Hedy Lamarr. These were brought to life as five unique in-store zones, which include an "ambitious" zone that features clothes and accessories for the modern, elegant power woman, framed by an interior design of timeless glamour and luxury. The different zones are supported by a logotype with five typographical variations that morph into distinct expressions to echo the idiosyncratic spaces. It is a bold and playful world, built to explore across physical space and graphic design, and functions as a counterpoint to fast-fashion and the standardization of traditional department stores.

