BIZCOMMUNITY

Weylandts opens first PE store

Weylandts has announced that it will be opening its first Port Elizabeth store.



The 1,300m² double volume, open-plan store, with its A-framed roof, was specially designed and built to showcase Weylandts' unique, tasteful selection of high-quality furniture and homeware which fuses clean, contemporary design with the raw beauty of Mother Nature. Inspired by the Japanese tradition of using a tatami sleeping mat as the measurement unit around which rooms are designed, the store was proportioned using the basic furniture setting as a starting point.



#BODJHB: Chris Weylandt on the basics of retail Jessica Tennant 20 Oct 2017

The Collector of Landscapes

More than just a furniture outlet, the new store is a destination for lingering longer with The Kitchen, Weylandts' contemporary bistro-style coffee shop, serving delicious smoothies, scrumptious toasted sandwiches, salads, filled croissants and other baked goods beneath the giant fig tree, next to the fireplace or in the indoor-outdoor seating area.

Themed around the concept of The Collector of Landscapes, the store has been inspired by settings ranging from muted sandscapes to the dark forests of the subconscious and textures as subtly different as the gradual transformation of the sky at dusk over a stretched-out horizon. Charred wood, weathered leather, rusted steel like red stone, the deep green of delicious monsters and ebony-stained oak all come together in a feast for the senses.

The PE store is the 12th that has opened since Weylandts founder, Chris Weylandt, established the first retail store in Durbanville, Cape Town in 1999. This was after he had expanded his father's traditional furniture store in Windhoek, Namibia in the 1990s by travelling extensively to source the unique furniture that has established Weylandts as a brand synonymous with bold, confident aesthetics and timeless taste.



Blueprint for future Weylandts stores

Today, Weylandts stores nationwide sell a combination of imported contemporary masterpieces and competitively priced locally produced modern classics.

"We see this new store as the blueprint for future Weylandts stores —functional, environmentally friendly and inspiring," says Weylandt.

A world of beautiful living awaits at 220 Main Road, Walmer, Port Elizabeth.

For more information, click here and to view a gallery of the new store, click here.

For more, visit: https://www.bizcommunity.com