



Identity. Movement. Display.

CARACOLE / FIFTH SETTLEMENT / PROJECT PHOTOGRAPH

A place to discover. A reason to stay.

Retail architecture gives products a setting and visitors a route. The selected showrooms and stores explore display, orientation and the relationship between merchandise and space.

01

Identity

The entrance, brand wall and first view inside.

02

Movement

Routes connecting collections and departments.

03

Display

Lighting, backgrounds and furniture settings.

Caracole, Fifth Settlement



Furniture settings / project photograph

Furniture is shown as complete room settings, so visitors can judge the pieces together.

Beyond the display.



Staircase / original site photograph



Circulation / original site photograph

Movement through the showroom.

The staircase and long central route connect the display settings. Wall panelling, ceiling rhythm and integrated lighting define the interior beyond the furniture collection.

Caracole / design studies



Reception / archive design visualisation



Brand wall / archive design visualisation

A point of orientation.

The counter and brand wall organise arrival. These archive studies are separate from the photographed Fifth Settlement showroom.

Arafa Group, Wonderland



Retail department / design visualisation

Different merchandise types use different display formats. Shelving, freestanding units and signs help define the departments.



Footwear display / design visualisation

Linear clothing displays and stepped footwear shelving give each department its own display rhythm.

Sports House



THE SHOPFRONT

Brand signage and an open frontage place the merchandise in the mall visitor's view.

DISPLAY DEPTH

The display extends beyond the threshold, making the store interior visible from outside.

Storefront / archive project photograph

A clear route from brand to store.

A project starts with
the right questions.

01 / MERCHANDISE

Start with the collection, display formats and customer route.

02 / STORE IDENTITY

Develop shopfront, reception, signage and material language together.

03 / BUILDABLE DETAILS

Coordinate joinery, lighting, services and agreed site reviews.

Service scope, specialists, deliverables and site attendance are defined for each appointment.

Three complementary responsibilities.



Ahmed Abd Alkader

DESIGN LEADERSHIP

Design direction and the client dialogue.



Sami Halawa

CONSTRUCTION + PROJECT MANAGEMENT

Programme, coordination and site-stage decisions.



Hassan Abd El Kader

TECHNICAL DELIVERY + PROCUREMENT

Documentation, tendering, materials and procurement.

Specialist appointments and site attendance are defined to suit the agreed project scope.

What you see is what you get.

Let's discuss your brand, merchandise and retail space.

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