

PROJECT BRIEF

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PROJECT: Billabong
LOCATION: Wollongong Central, Keira Street, Wollongong NSW
ARCHITECT / DESIGNER: alpine creative pty ltd
INSTALLER: Future Floors
PRODUCTS: Expona Design – Honey Ash 6167 & Black Slate 7153



alpine creative was engaged by BILLABONG, the world's largest surf lifestyle brand, to help with the transition of the new retail direction/design in their Wollongong store. The new generation store was transformed into a more sophisticated shopping experience but still keeping the iconic ideology of the brand throughout. Chris Aplin of alpine creative says "the shopfront exhibits the iconic black timber which we extended back into the store to make a threshold or band of solid black. Expona Design Black Slate 7153 from Polyflor was perfect to use

as the flooring for the shop front which complements this timber portal".

"We wanted to soften the interior space and bring you back to the beach so Expona Design Honey Ash 6167 was used to create the look of beautiful timber lining boards. The finish of this flooring has a strong visible grain and texture but is very clean and soft at the same time". "We are glad we worked with Polyflor. Their extensive range made it easy for us to find a flooring solution aesthetically pleasing for the entry and interior of this store".



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