

Case Study of:

## Alpha

### At a glance

Retail Fitout

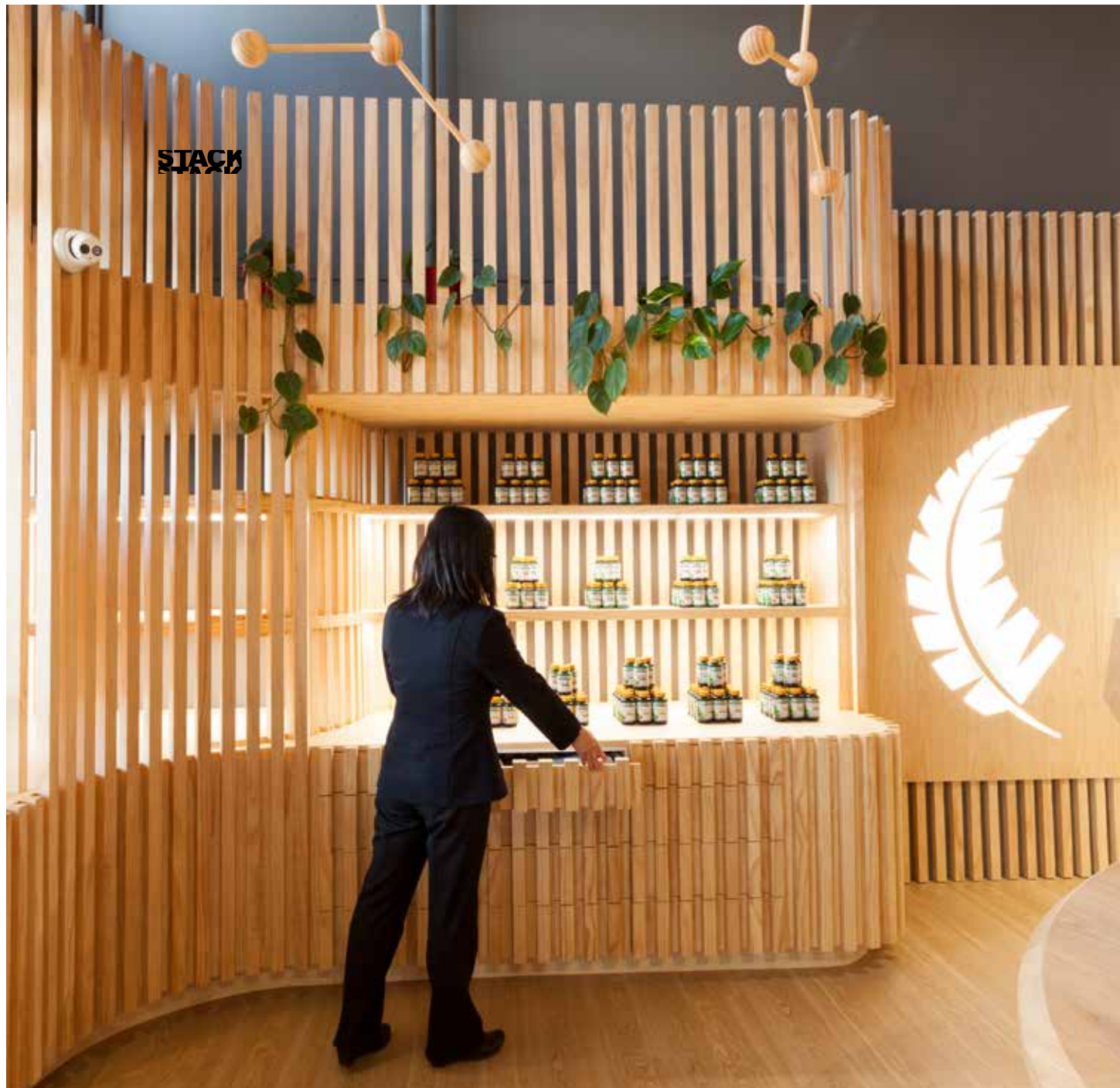
### Services supplied

Design Services  
Project Management

*"The Stack team did a fantastic job with our flagship store design and their overall project management was first rate, ensuring a very smooth process for period of the entire fit-out. Stack's designers listened closely to our aspirations and were able to easily meet our brief and expectations. Their understanding of the key elements and priorities for the store came quickly which enabled them to specifically design and tailor our demands into the eventual design concept. The result is an eye-catching fitout that truly reinforces the premium quality of Alpha Group's products."*

**James Yang | Sales Manager (NZ)**

**Alpha Group Holdings Ltd.**



## Communicating nature and Kiwi origins

Alpha Group's new flagship Auckland store had a unique character from the start, with high ceilings and harbour views. Our interior fitout has enhanced this character, as well as incorporated elements of Alpha Group's identity and history as a Kiwi manufacturer of health supplements and related products. This includes furniture shaped like mushrooms (referencing their specialisation in fungi) and displays of herbs in glass apothecary-style containers. The nature element is created using natural pine, artificial plants and lush photography of the New Zealand bush.







STACK / Workplace Design Brilliance



Project Case Study / Alpha



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