





A fun-filled fit-out of Dylan's Candy Bar in New York adds space for merchandising and services to the world's largest candy store.



**Above** New York's candy beacon; Dylan's Candy Bar.

**Left** The eye-candy decor concept is brought to life in Dylan's Candy Bar.

**A**s the world's largest candy store, Dylan's Candy Bar has grown to become one of New York City's destinations for residents and tourists alike.

Originally opened in October 2001, the former two-level store has been expanded to 1380m<sup>2</sup> by taking over the top floor of the three-storey building – a level previously occupied by a bank. New features include a 'Celebrations Room' for baby showers and bachelorette events, a flexible party room for stylish, sophisticated parties for adults and festive children's parties, an ice cream bar and café and a new cocktail bar.

The 'Dylan' of the store's name is Dylan Lauren, daughter of Ralph Lauren – founder of the multi-product, multinational fashion and home furnishings conglomerate. Svelte Dylan turned her fondness for candy and related sweets into a flourishing business. Her retail candy kaleidoscope occupies a corner location at Third Avenue and 60th Street, across from Bloomingdale's on the city's Upper East Side. Her vision to merge pop culture, art and fashion with candy was quickly recognised and the store is crowded by customers of all ages from morning opening to closing in the evening.

To expand and update her flagship store, Dylan tapped the New York-

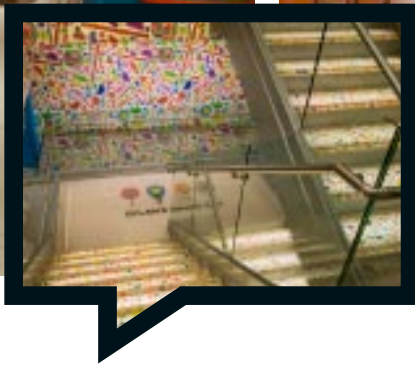
All photography by Brian Rose



**Above** Lollipop candy-liers –illuminated, circular candy balls radiate from a central base.



**Above Right** Candy-pattered apparel and accessories can be found in New York's Dylan's Candy Store. **Inset** The stairs linking the floors feature coloured candies embedded in the staircase treads.



based design firm TSC Design Associates Inc. – an architectural and interior design firm with a speciality in retail store planning and design. The fast-track design project was initiated in November of 2007 and completed in June 2008.

“Dylan’s selling environment was in need of refreshing and she required more room to expand her assortment,” says Anthony Simon, associate and design director of TSC’s Retail Studio. “To convince Dylan and her staff that TSC was the appropriate firm to be awarded the design commission, TSC presented a ‘wow’ package – literally an eye-candy concept,” he adds.

Items such as flooring, wall coverings, lighting, and display fixtures needed replacing with contemporary, durable products, says Simon. Dylan’s remained open as it was being rebuilt over the two phases required by JRM

Construction Co. Building systems were upgraded. The stairway leading from the ground floor to the lower level was relocated to allow for more selling space on both floors and an improved traffic pattern.

“I enjoyed working with Dylan and her team,” says Simon. “She’s very creative and clearly communicated her response to our renderings of the various areas of the store undergoing redesign and to material samples,” said architect Simon.

### CANDY ICONS

TSC developed its programme utilising several of the store’s existing icons, including the main floor’s signature glass lollipop tree and oversized, faux-chocolate bunny. The relocated dramatic staircase with its treads of implanted candy was coordinated with a customised ‘falling candy’ pattern wall covering. Colourful Lollipop

Candy-liers have illuminated circular fixtures that extend outward from a central base. Individual pendant-hung lollipop fixtures are both decorative and functional on the lower level.

**“Dylan turned her fondness for candy and related sweets into a flourishing business.”**

Three new in-store environments showcase Dylan’s evolving brand. Re-Treat is Dylan’s new line of candy-inspired bath and body products, displayed in a supermarket-type setting where products are merchandised in refrigerators, ice cream carts and candy jars. The Chocolate World section is framed across the top by a valance that resembles dripping chocolate. The Nostalgia section features a replica of a 1950s-style television set.

Reproductions of vintage, ceiling-hung light fixtures help to recreate the atmosphere of a penny-candy store.

Clothing and accessories have patterns or imprints in candy-inspired designs. Mannequins displaying representative apparel styles are positioned along one side of the stairway to the lower level.

Dylan’s event planning takes place in an upper level space accessorised by a pink chandelier and pink-painted, classic-style chairs.

The seating in the new cocktail bar area is identified by vibrant red banquettes. Bar tables have candy embedded in the clear plastic tops – a technique also used for the staircase treads. A speciality of the house is the Rock Candy Cosmo cocktail, typically a mixture of vodka and Triple Sec with lime and cranberry juices, now being offered at Dylan’s with the addition of a rock candy garnish. A broad selection



**Above** The Party-Planning room at the top of the stairs has a pink chandelier and seating surrounded by a huge range of party favours and 'candy' gifts.  
**Right** Pay homage at the home of the sweet tooth, Dylan's Candy Bar in New York..

of beer and wine is stocked.

TSC gave the backs of the café's red leather booths additional visual branding. The store's distinctive colourful stripes – used throughout the store on floors, perimeter cornices and on display fixtures – can clearly be seen through full-height ceiling windows overlooking the bustling Manhattan streets below.

Dylan's New York City store is opened from 10 am–10 pm Monday-Thursday, Friday and Saturday from 10 am–11 pm, and from 10 am–9 pm on Sunday.

With the success of her flagship store's renovation and expansion, Dylan's managers are evaluating two other sites of approximately the same size for future growth. Other locations of Dylan's Candy Bar are East Hampton, N.Y., Roosevelt Field Mall, Garden City, N.Y., Houston (Tex.) Galleria Mall; Florida Mall and Millenia Mall, both in Orlando.

A selected group of Dylan's products are being sold in stores operated by Kira Plastinina and Juicy Couture.

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TSC staff members participating in the design of the Dylan's renovation included Matthew Howley, associate and technical director of the Retail Studio, and Michael Rapp, associate director of architectural services. In Site Development served as project managers. ■

By **Vilma Barr**, a freelance writer based in Philadelphia and a regular contributor to *NZRetail*.

**Right** Another 'Candy' icon – a giant faux-chocolate bunny.

