renderings.com

CASE STUDY

BRINGING BOLD VISIONS TO LIFE

URBAN DECAY RETAIL ACROSS CALIFORNIA

RENDERINGS.COM PARTNERS WITH

URBAN DECAY
beauty with an edge

HIGH-IMPACT VISUALS FOR A NATIONWIDE RETAIL EXPERIENCE

During a period of rapid retail expansion, Urban Decay partnered with Renderings.com to create photo-realistic visualizations for new store locations across California.

These renderings helped the Urban Decay team evaluate design concepts, secure approvals from landlords and mall developers, and communicate the brand vision to investors—accelerating the rollout of a bold, immersive retail experience.

CONSISTENT BRAND EXPRESSION
Visuals that capture Urban Decay's signature edgy, vibrant, and luxurious retail identity.

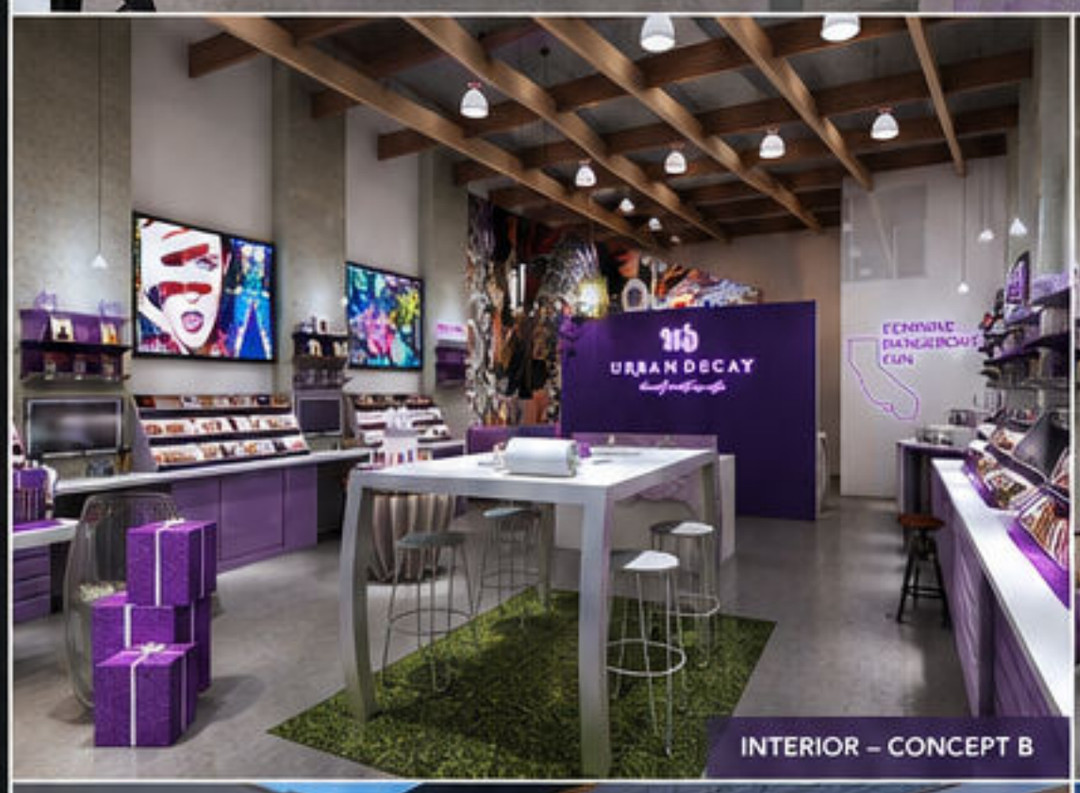
MULTI-LOCATION SUPPORT
Renderings delivered for multiple California markets including lifestyle centers, malls, and downtown retail districts.

STAKEHOLDER CONFIDENCE
High-quality visuals used to align landlords, developers, and investors with the brand's vision for success.

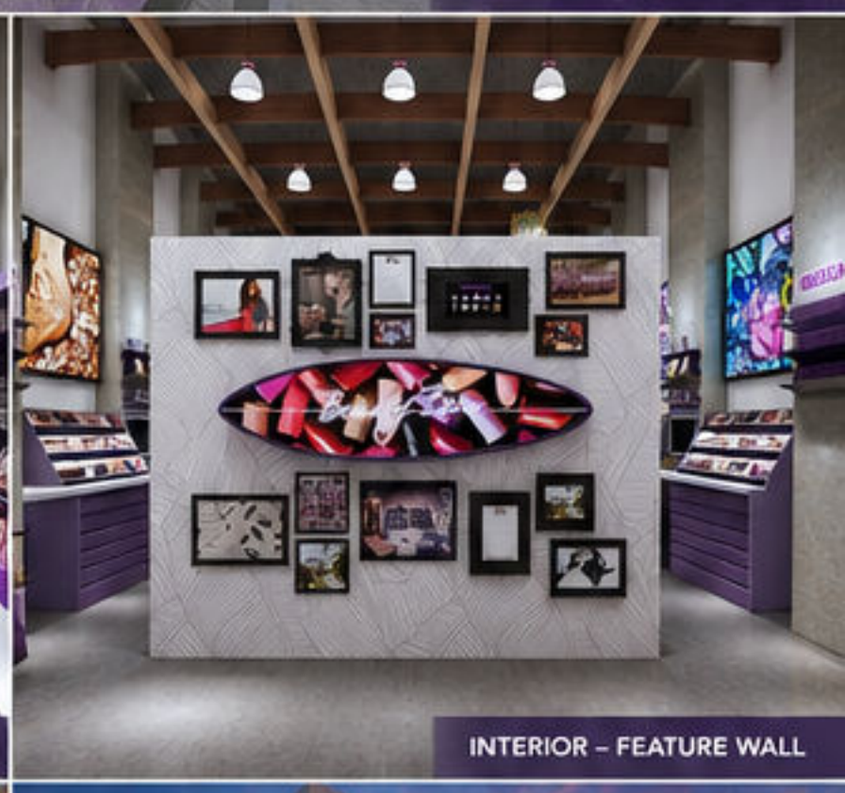
FASTER GO-TO-MARKET
A streamlined process that delivered accurate renderings on time—helping accelerate leasing and construction schedules.



INTERIOR – CONCEPT A



INTERIOR – CONCEPT B


INTERIOR – FEATURE WALL


LIFESTYLE CENTER LOCATION



DOWNTOWN / HIGH STREET LOCATION

THE CHALLENGE

Urban Decay was aggressively expanding its retail footprint across California. The challenge was to produce consistent, high-quality store visualizations that reflected the brand's distinctive identity while meeting the needs of different retail environments and stakeholders.

OUR SOLUTION

- Developed multiple interior design concepts tailored to Urban Decay's brand and customer experience goals.
- Created photorealistic exterior renderings for various center types and architectural styles.
- Maintained brand consistency across all locations while adapting to local market needs.
- Delivered investor-ready visuals and flythroughs to support presentations and approvals.

THE RESULT

Renderings.com delivered impactful visuals that helped Urban Decay secure approvals, strengthen investor confidence, and bring their bold retail vision to life across California. The partnership supported a faster, more efficient rollout and reinforced Urban Decay's position as a leader in the beauty industry.

PROJECT HIGHLIGHTS

PHOTOREALISTIC RENDERINGS

MULTIPLE CALIFORNIA LOCATIONS

BRAND-CONSISTENT VISUALS

INVESTOR & LANDLORD PRESENTATIONS

ON-TIME DELIVERY AT SCALE

> "The renderings from Renderings.com were instrumental in bringing our store concepts to life and communicating our vision to partners and investors. Their attention to detail and understanding of our brand are second to none."
>
> — URBAN DECAY RETAIL TEAM

ADDITIONAL STORE RENDERINGS







VISUALIZING SPACES.
BUILDING RELATIONSHIPS.
DELIVERING RESULTS.

Renderings.com specializes in photorealistic 3D visualizations that help brands, developers, and retailers bring their spaces to life and make confident decisions.

RENDERINGS.COM