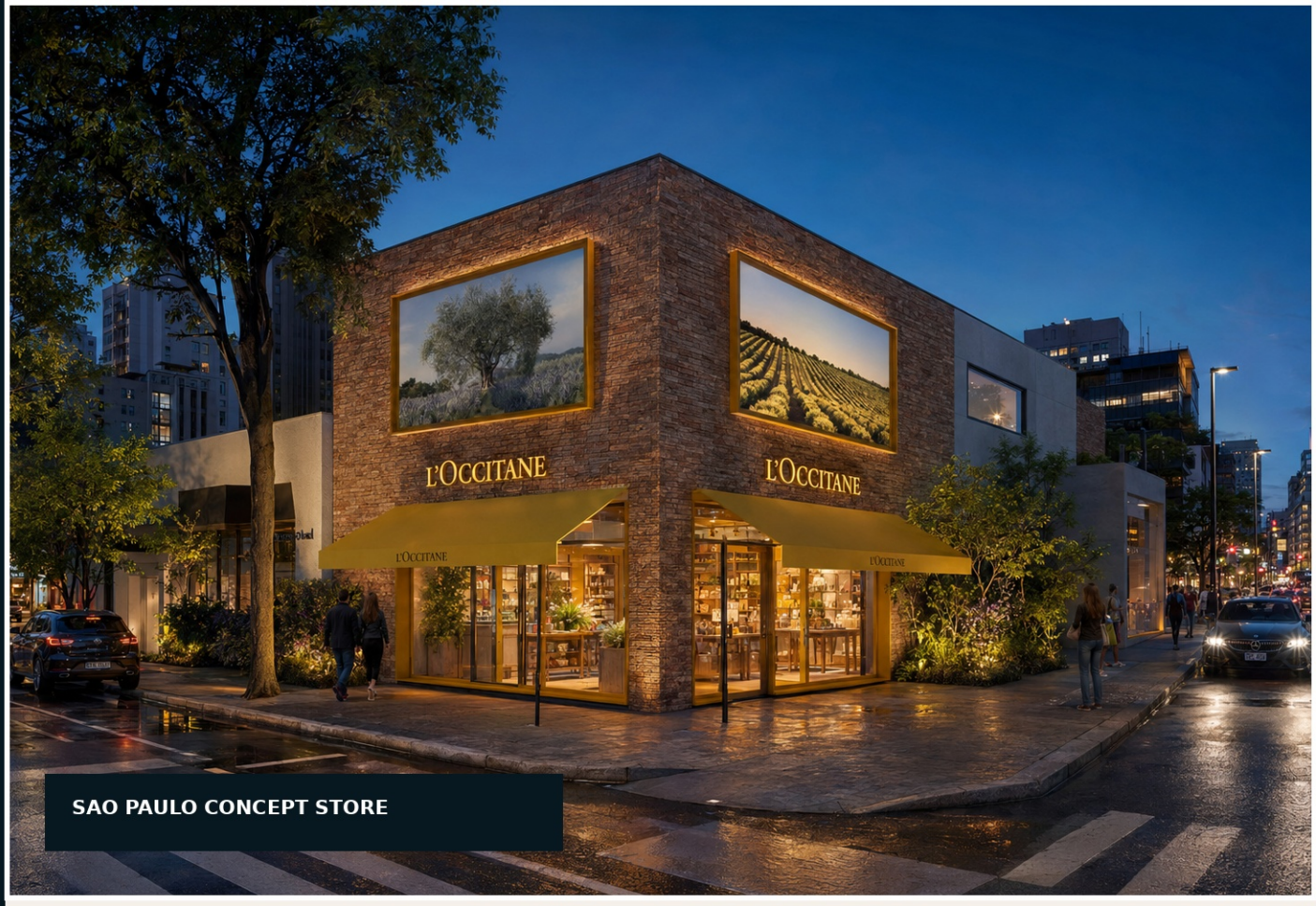
renderings.com

CASE STUDY

BRINGING PROVENCE TO SAO PAULO

RENDERINGS.COM + L'OCCITANE BRAZIL

Visualizing a new generation of immersive retail and wellness concept stores rooted in brand heritage, sensory experience, and Brazilian urban life.



SAO PAULO CONCEPT STORE

THE COLLABORATION

L'Occitane Brazil partnered with Renderings.com to transform its emerging store concept into a complete visual experience. Exterior architecture, retail interiors, spa environments, merchandising, materials, and lighting were developed as one cohesive brand story before rollout.





1. **A CONCEPT MADE TANGIBLE**
   Photorealistic views connected the architectural idea with the customer journey, product ritual, and spa experience.
2. **BRAND DNA AT EVERY SCALE**
   Brick, ochre-gold metal, warm oak, limestone, lavender, olive trees, and botanical imagery formed a consistent palette.
3. **DESIGN REVIEW WITH CLARITY**
   Multiple interior and exterior viewpoints helped teams evaluate visibility, circulation, merchandising, and atmosphere.
4. **DAY-TO-NIGHT STORYTELLING**
   Lighting scenarios demonstrated how the stores would feel from bright daytime retail through an intimate evening presence.

THE CHALLENGE

Translate a globally recognized beauty and wellness brand into a distinctive São Paulo retail concept while balancing architectural identity, product visibility, spa hospitality, urban context, and the flexibility needed for future locations.

OUR APPROACH

Renderings.com built a complete visual narrative across exterior, retail, spa, and merchandising scenes. Multiple viewpoints and lighting conditions made the concept easy to review, compare, refine, and communicate.

THE RESULTS

A cohesive set of approval-ready images established the intended customer experience, strengthened alignment across brand and design stakeholders, and created a reusable visual foundation for presentations and rollout planning.

THE OUTCOME

A flexible visualization platform for concept approval, internal alignment, design refinement, and future store rollout across Brazil.

WHAT WE DELIVERED

- ☐ EXTERIOR CONCEPT VISUALIZATION
- ☐ FLAGSHIP RETAIL INTERIORS
- ☐ SPA EXPERIENCE RENDERINGS
- ☐ MERCHANDISING + MATERIAL STUDIES
- ☐ DAY + NIGHT SCENARIOS







VISUALS THAT BUILD TRUST.
EXPERIENCES THAT SELL.

> “Visualization gave the concept a shared language - from the first street impression to the intimate rituals of product discovery and spa care.

RENDERINGS.COM x L'OCCITANE BRAZIL