

43 Global Innovation Report_January 2012



Xocolatti

Location 172 Prince Street, New York 10012, US

Date September 2011

Design De-Spec and Exit Creative

Website www.xocolatti.com

152

Luxury chocolate truffle brand Xocolatti maximises a small space by using the walls as storage and display, to create an ever-changing pattern when boxes are removed. By stacking stock in this grid-like pattern, with on-pack stickers identifying the variety, the brand can monitor which truffle is most popular at any given time through the empty spaces. To add to this aesthetic, glowing light boxes adorn the walls at random points, displaying each flavour, with information such as name, price and country of origin highlighted on the light box itself. This is the brand's first retail space and it aims to attract sophisticated urban shoppers and chocolate connoisseurs. The most popular flavours are Passion Fruit and Japanese Sake, both priced at \$29 for nine pieces.





Photography by Frank Oudeman