

# **AICON, An Iconic Lifestyle Store With A Difference**



Arpico, Hyde Park Corner launched AICON, a lifestyle store with a difference. The launch was graced by many distinguished guests and comprised of a coffee evening.

AICON, located on the first floor of Arpico, Hyde Park Corner, is spread out in a spacious area with spaces dedicated for Iconic Gift Ideas, Living Spaces, Fine Dining and Garden. Earthy tones, such as brick red, brown, green and black, and light hues dominate the items on offer while the ambience in the store, highlighted with soft lighting, imparts a sense of comfort and warmth that emphasizes on creating spaces that are cozy and close to the heart.

At the Gift Ideas corner shoppers can find amazing gifts that range from quirky

decorative items to the perfect gift that is sure to bring joy to the heart of the receiver as well as the giver. Living Spaces present items from bed linen to bath-towels that can complement a home with a blend of soothing colours and textures creating a comforting space. The Garden area is arrayed with dainty potted plants and garden lamps that will allow shoppers the ability to fashion the ideal ambience to render a warm cozy feeling or to highlight certain features of the garden. The Fine Dining area includes a range of elegant tableware to furniture that are essential to complete a kitchen or dining room.

The word AICON is a combination of icon and Arpico where the letter 'A' is added to the word 'icon' to signify the difference that AICON has to offer from the usual Arpico product range. "Arpico is all about range, choice, space and convenience," said Surangi Fernando, Marketing Manager, Richard Pieris Distributors. "However, after the renovation of Arpico Hyde Park we wanted to differentiate. AICON is a result of this need for a difference. When a customer walks in to AICON, they walk into a space of filled with charm. And the main reason for a luxury store is that we get around 5,000 customers daily who are always looking for something unique."

The items on offer will be changed depending on the seasons and the focus of the store will be on providing incomparable items to that of mass produced ones. The area is even equipped with a kids' corner where little ones could find a variety of articles to be pampered with.

"In Sri Lanka lifestyles of the shoppers are changing continuously," said Michael Andree, CEO of Richard Pieris Distributors. "And they are always looking for something unique. Therefore, we identified the need for a store that can present something unique to shoppers and developed the first floor at Hyde Park Corner into a store with a difference. AICON can offer something for your home, a gift for that special someone or even the perfect wedding gift."

Furthermore, at AICON a Wedding Directory as well as Gift Vouchers are available to enable a more comprehensive service for shoppers.

