



StoreyStudio designed Roven's brick-and-mortar shop and developed the beauty retailer's brand identity with custom graphics across storefront windows, nature-inspired shopping bags, and a curated playlist that sets the mood for shoppers.

GOLDEN STATE

British design firm StoreyStudio embraces California cool at Roven's nature-infused LA pop-up.

THE ONLINE NATURAL-BEAUTY RETAILER ROVEN TOOK ITS DIGITAL DREAMSCAPE ANALOG by opening its first Los Angeles pop-up shop. The IRL experience, established on Abbot Kinney Boulevard last fall, was designed by London-based StoreyStudio, which aimed to preserve the ease of shopping Roven's digital platform while immersing customers in a surreal setting inspired by natural landscapes. Following the shop's sequential layout, which reflects the steps of a daily beauty routine, visitors first encounter Roven's skincare line: cleansers and serums are displayed on beds of moss set atop islands whose swirled-sherbet hues are meant to echo those of China's Rainbow Mountains. Farther afield, they discover makeup and fragrances on tiered shelves whose undulating shapes carry forward the otherworldly aesthetic. But StoreyStudio didn't stop there: tucked behind a sunset-colored curtain at the back of the space is the wind room, a mirror-lined, cavelike space where hand-painted wheatgrass dangles from the ceiling. Inside, customers experience the whip and whirl of a wind simulator, meant to remind them of the Southern California breeze. —CB ✨