

*FOR THE WOMAN OF STYLE, SUBSTANCE, PASSION
WE SALUTE YOU!*



The Customer

Grace Loves Lace - Fremantle Town Hall

The idea behind Grace Loves Lace (GLL) appeared in 2010 when its founder Megan Ziems was looking for her wedding dress and it seemed difficult to find a wedding gown that was both unique and embodied her personality. She realised then that brides should have a dress that was exclusive, authentic and original and made them feel important and special. Megan then created GLL.

Fast forward to 9 years later and the brand became globally with a dedicated team working in the Australian headquarters and international showrooms across the globe. GLL have built a strong reputation as the industry and now their dresses are delivered to over 65 countries a year.

The GLL showroom is the most important space in their business model. The showroom is where their client will have the first direct contact with the brand and, hopefully, spend time to get to know the products and decide if they are the right fit for their needs. With that in mind, Megan Ziems found the iconic heritage listed Fremantle Town Hall space to be the perfect fit for her brand new showroom.







The Challenge

Due to the location and nature of the business, the Engixo team had the challenge to design an air conditioning system that was both effective, easy to install and seamless to not interfere much in the showroom design or in the heritage listed building architecture.

One of the requirements for this project was that the features on the high ceiling and walls must be preserved while making sure the air was equally distributed in the entire space.

"After we were contacted, we evaluated the building to understand what was required and how the project should be completed. Initially we came across some obstacles that made the project unique.

Firstly, because the building has high ceilings, it was not feasible to install air conditioning units – since it would be time consuming and costly to install and maintain.

Secondly, if we chose to install air conditioning units, this would then present a high cost in energy bills because the unit would need more power to cool the entire space. Having this in mind, we understood from the beginning that we needed a tailored solution for our client" explain Engixo General Manager, Gareth Halliday.

The team faced a few other challenges regarding the heritage building law and requirements. Before the area could be transformed into a showroom, some changes had to be made to make it possible to install a refrigeration system that would blend in with the building's current design without interfering on the decoration.



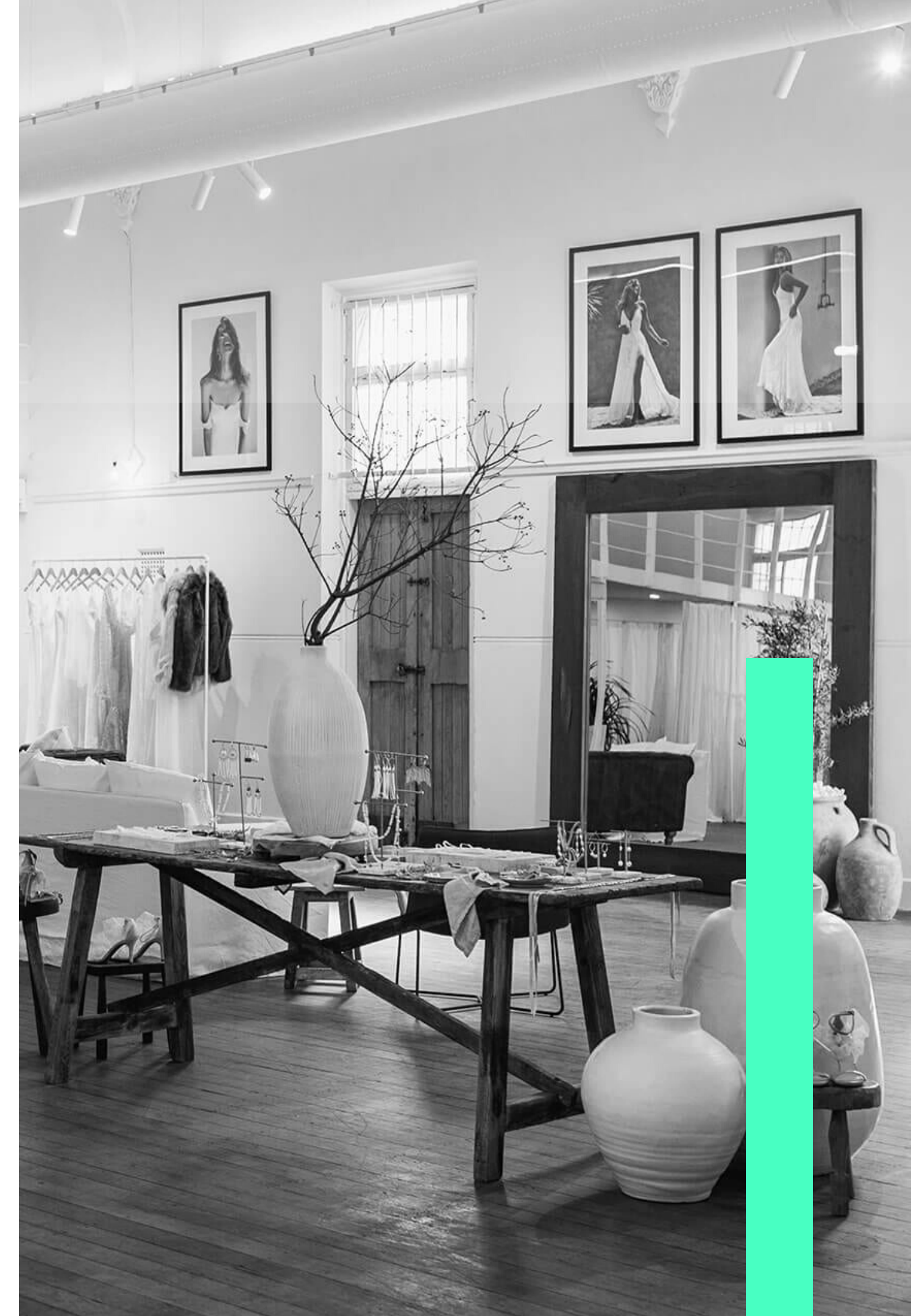
The Solution

To attend the customer's needs while providing a cost-effective service and outcome, our team had to create breaches on the wall to seamlessly install the cooling system and a duct that would follow the full length of the room.

In order to complete the task, a custom-made duct socks were exclusively fabricated to follow the required specifications. We also knew that it was important to our client that the decoration of the room was maintained, therefore we decided to implement a white duct to follow the main the GLL brand colour scheme and keep the room's elegant look.

Overall, the air conditioning system is discreet, maintains the room's style and theme, and equally distributes the cooled air in the whole area. As a result, the building now offers an enjoyable environment and make sure their clients feel welcomed and taken care of while choosing a wedding gown for their special day.

Not having a room with appropriate temperature would have a negative impact on Grace Loves Lace customers reflecting direct on the business performance, therefore we are confident that the long lasting results of our work will reflect in long-term benefits for the client.





Energy Efficiency

By having the duct socks at a lower height the room temperature was improved making it possible to cool or heat the room using less energy.

Style and decoration

By providing a custom-made white duct socks we preserved the showroom style and used the air conditioning system as part of the decoration.

Practical and clean

When dealing with mostly white dresses, having a extremely clean and easy to maintain room is crucial. The duct socks can be easily taken down for cleaning at any time.



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Imagery from Grace Loves Lace website 2019