



architecture & interior design



Bergstrom Jewelers.

Oh, the 1920's! A decade full of decadence, abstinence, and innovation. Bergstrom Jewelers sprang to life in the middle of this decade and in the heart of downtown Minneapolis. Downtown Minneapolis was a thriving retail destination – shoppers flocked to the city in search of treasure. But, thanks to the Suburban Shopping Mall, downtown has evolved from a retail destination to an entertainment destination. And, thanks to the Shops at West End, Bergstrom Jewelers has a new home. A corner-spot.

A new generation of shoppers are locking to the new retail destination. Bob Zagaros and Cindi Kranz called on Tanek once again to capture and communicate the character of their highly-polished store. Display pillars, a gallery feel, and large expanses of storefront glass make the new Bergstrom Jewelers something special. A bead bar, bridal section, and design station bring a sense of vitality to the environment. And just to keep everyone (men) happy, Tanek designed a lounge with a 60-inch plasma television.

CATEGORY

Retail

LOCATION

1695 West End Blvd.,
St. Louis Park, MN