



EQUINOX

EQUINOX | CARLSBAD . CALIFORNIA

Retail Design Collaborative worked intimately with Equinox's New York City based design team on the interior and shell design to introduce the coastal community of Carlsbad to this exclusive, luxury brand. This transformative interior design converts an abandoned 31,000 sf grocery store into a luxury fitness club. A playful use of light, crafted planar forms and warm materials create a signature blending of health, fitness and hospitality. The desire of the global, luxe fitness brand was to retain continuity of identity while creating a unique environment at each of its regional locations. Considering La Costa's beach community identity within Northern San Diego County, known for casual resort living; the design challenge involved blurring the urban, edgy luxury fitness brand with southern Californian resort lifestyle. Includes: Yoga, Pilates, Cycling, Group Fitness, Strength Floor, Cardio Floor, Locker room, Steam Room Boutique Retail, Juice Bar, Kids Club, Member Offices, Management Office.

