

# DAY-GLO DECOR ELEVATES THIS CBD DRINKS STORE

By Livvy Houghton and Alex Hawkins

04 : 03 : 2019    Retail : Drinks : Interiors



Recess, New York



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New York – Online brand **Recess**, known for its CBD-infused sparkling beverages, has opened its first brick-and-mortar store.

With sunset-toned colour ways and curved interior details, the brand hopes to translate its online identity into a physical experience. 'We created a space to take all the ideas, feeling and experiences we created online and put them back into the real world,' reads a statement from Recess.

In addition to selling its **range of drinks** promising to keep consumers 'calm, cool and collected', the company will host community events within the photogenic space. Shoppers are also encouraged to relax and socialise in a dedicated lounge area.

By recognising the benefits of creating **inspirational spaces** that enable consumers to experience a brand on a deeper level, Recess joins the clicks-to-bricks movement as another example of a digital-first brand expanding into physical retail.