



Hello Cupcake
Washington, DC

1,000 square feet
Retail

Hello Cupcake is a gourmet cupcake bakery located in the heart of Dupont Circle, in Washington, DC. The unique shop offers a *Sophisticated Twist on an Old Fashioned Classic* – through both its product offerings and its design. The owner wanted to make the shop feel like a “boutique” or “jewelry store.” Using a rich palette of sustainable materials and visual metaphors of baked goods and decorations, the design creates an experience that goes beyond a typical retail bakery. This 1000 square foot retail space is divided roughly equally into two main components, the rear baking kitchen and finishing area and the street-front display and sales area.