

Company Name: Brenric Construction Ltd.

Project Name: Gabriel Ross

Project Value: \$2,789,000.00

Project Photos: [Click here](#)

With a rich history spanning 30 years in the furniture business, Gabriel Ross embarks on an exciting new chapter with the opening of its revamped showroom in Victoria, BC. Located in the bustling heart of downtown, this iconic brand breathes new life into a building that once housed the GAP in the mid-90s, now left vacant for several years following the GAP's relocation.

Nestled in a central downtown location with a constant flow of foot traffic, this showroom is designed to be a focal point for furniture and design enthusiasts, providing a fresh and vibrant destination for those seeking exceptional interior solutions.

The visionary goal for this project was to craft a space that authentically reflected the spirit and values of Gabriel Ross while offering a timeless backdrop to the brand's iconic collection of furniture and accessories. The interior and exterior underwent a massive transformation, aligning seamlessly with the brand's commitment to excellence.

One of the standout features of the showroom is the extension of the existing mezzanine into a full second story increasing the property's square footage, allowing for a more comprehensive display of Gabriel Ross's diverse product line. The result is a two-story showroom that immerses visitors in a world of sophistication and luxury.

However, no major undertaking is without its share of challenges. In this case, inaccurate record drawings for the main hydro line feeds proved to be a six-month obstacle, necessitating multiple revisions to the structural layout for the mezzanine extension. Despite these unexpected setbacks, the design & execution team demonstrated remarkable resilience and adaptability in overcoming these obstacles, showcasing Gabriel Ross's unwavering commitment to delivering excellence.

The new Gabriel Ross showroom also pays homage to its previous space, honouring the journey that brought them to this exciting point in their history. It blends a rich legacy with an innovative spirit that drives the brand's constant evolution.

More than just a retail space, this showroom is a testament to the enduring power of a brand that has thrived for three decades. It's a place where customers can experience the extraordinary Gabriel Ross collection while being enveloped in a warm and inviting atmosphere.

As Gabriel Ross redefines the furniture retail landscape, this showroom stands as a symbol of their commitment to both their legacy and the bright future ahead. In the heart of Victoria, a new icon has emerged, reflecting the very essence of the Gabriel Ross spirit.