



日本の 大 師 智 造

BOUTIQUE DESIGNS
OF FAMOUS JAPANESE DESIGNERS

「服飾店の設計」

香港加界國際出版有限公司 編著



華中科技大學出版社

<http://www.hustp.com>

日本の



師智造

BOUTIQUE DESIGNS
OF FAMOUS JAPANESE DESIGNERS

「服飾店の設計」

香港视界国际出版有限公司 编著



华中科技大学出版社

<http://www.hustp.com>

中国·武汉

图书在版编目 (CIP) 数据

日本大师智造. 服饰店设计 / 香港视界国际出版有限公司编著. — 武汉 : 华中科技大学出版社, 2012. 9
ISBN 978-7-5609-8122-2

I. ①A… II. ①横… III. ①服装—商店—室内装饰设计—日本—图集 IV. ①TU238-64

中国版本图书馆CIP数据核字(2012)第132135号

日本大师智造——服饰店设计

香港视界国际出版有限公司 编著

出版发行: 华中科技大学出版社 (中国·武汉)
地 址: 武汉市武昌珞喻路1037号 (邮编: 430074)
出 版 人: 阮海洪

责任编辑: 王晓甲
责任校对: 赵慧蕊

责任监印: 秦 英
美术编辑: 石苗苗

印 刷: 利丰雅高印刷(深圳)有限公司
开 本: 965 mm×1270 mm 1/16
印 张: 20
字 数: 288千字
版 次: 2012年9月第1版 第1次印刷
定 价: 285.00元(USD 59.99)



投稿热线: (027)87545012 814576222@qq.com
本书若有印装质量问题, 请向出版社营销中心调换
全国免费服务热线: 400-6679-118 竭诚为您服务
版权所有 侵权必究



Hirogoshi Takeki
PULSE INC.

我的商业建筑的设计理念是对「信息」和「按摩」这两个概念的合理运用。信息类型的设计工作，我可以提供即时强烈的保护，如同药效很快的药物一样。相反的是，按摩型设计让全身得到按摩和放松，使身体活跃起来，并感到舒适。消息类型信息的帮助是及时的可以立即见效。而另一方面，按摩类型的信息虽没有那么直接，但它以热情治愈消费者，让他们精神振奋，从而间接促进消费。

本次服饰店的设计对一个品牌的精髓进行了策划，更深入地了解后，我把该店设计为信息类型的商店，这反映在装置方面。一个品牌的世界观和背景已明白易懂，沟通由此开始，目的是可以感受和赞同店铺的设计。此外，也有按摩的元素，如大型试衣间，一面大镜子，招待用的沙发，这样一来，顾客可以享受购物的整个过程。

在思考细节的方式上，我在同一空间采用不同类型的元素。一个是现代的设计元素，使用「LED灯间接照明和明亮有光泽的抛光金属材料。另一个是带有温暖的元素，使用陈年旧木材，粗糙的绘画和石膏。我认为新旧事物的混合表达是现代的。

当许多商店混杂在一起的时候，与其他品牌区别开来在当下显得十分重要。品牌的「价格就是一切」本无可厚非，低成本供应商就是赢家。店铺设计是表达品牌个性地方，传播信息的功能体及吸引情感的创作领域。到目前为止，在我设计的如零售、餐饮、酒店、办公室、画廊和100多个商业空间项目中，我一直试图解决信息和按摩的平衡问题。

这本书全面地收集一些领先的日本设计师和设计机构具有前瞻性思想的服饰店设计作品，这些设计师和设计机构给品牌注入了很大的生命力。让自己沉浸在这本书中吧，你会深刻和充分感受到设计师的室内设计的热情。



PREFACE 前言

The design concept in my commercial building is the proper use of "a message" and "a massage".

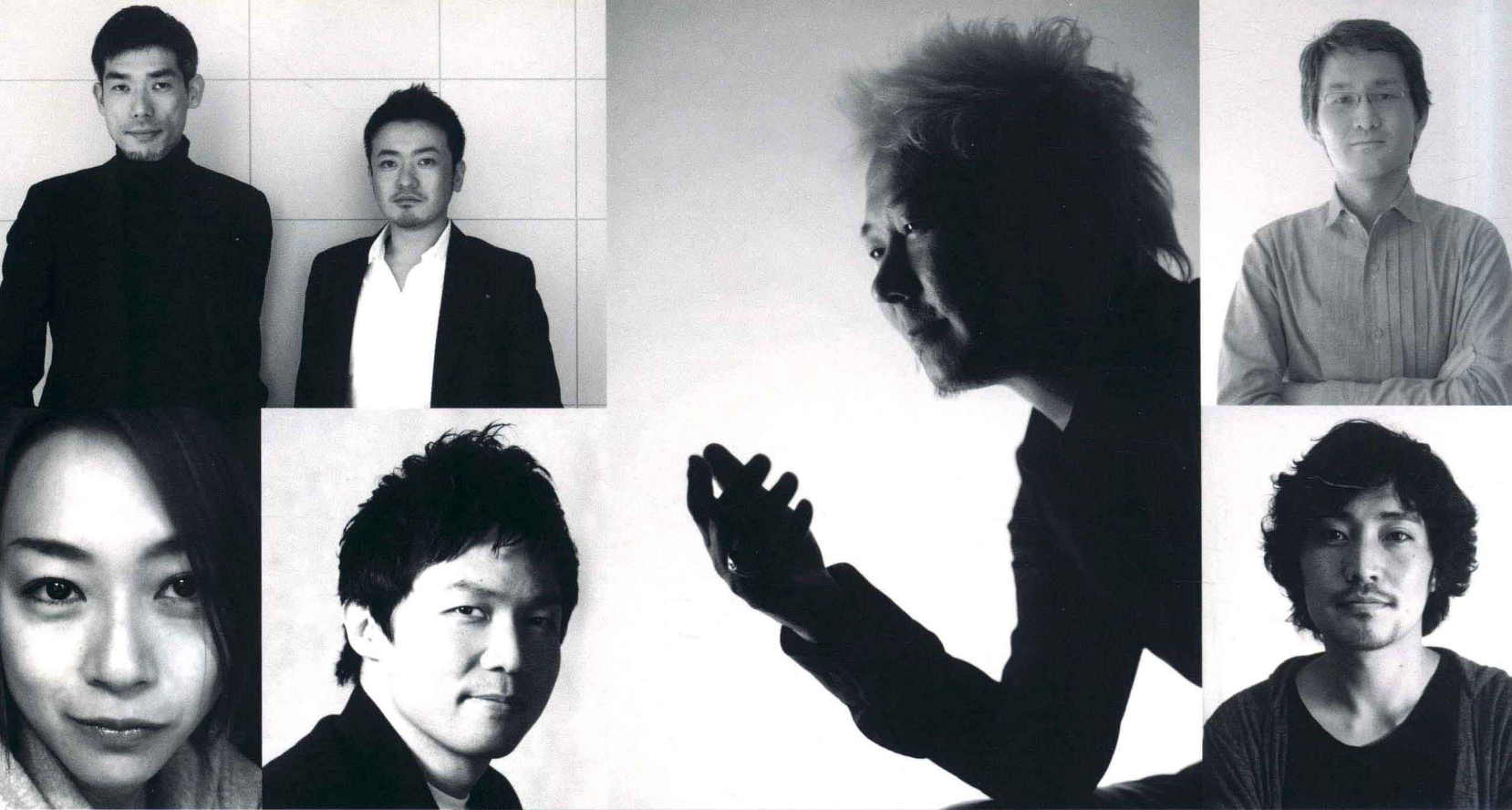
The message type design work I can provide immediate and strong protection is like some medicine which functions immediately. As opposed to it, a massaged type design rubs and loosens the whole body, makes it activated gradually, and has comfort. The message type information is helpful immediately, and gives assistance to take action. On the other hand, the massage type information is not related directly, but it heals and refreshes with hospitality leading to consumption indirectly.

The boutique designed this time arranges the essence of a brand, and after understanding it more deeply, I design it as a message type store, and it is reflected in fixtures. A brand's view of the world and the background of a brand have been told intelligibly, and the communication with a thing starts and aims at the shop design as a place that can feel and sympathize. Moreover, there are also massage elements, such as a large fitting room, a big mirror, a sofa for waiting, so that the process of shopping can be enjoyed.

In the way of thinking about the details, I adopt different type of elements in the same space. One is the modern design element, which is using the indirect lighting with LED and the bright shine polished metal material. And the other is the element with the warmth, which is using the aged deterioration old wood, rough painting and plaster. I think that expression in which a new thing and an old thing are intermingled is modern.

The differentiation with other brands is very important at present when many shops are jumbled up close together. "Price is all" for the brand which can not come up with any discrimination, and a low-cost producer is the winner. The design of retail is the place for expressing brand identity and the function to transmit a message, and the creation field that is about to appeal to feelings. All of the retail, restaurant, hotel, office and gallery and more than 100 commercial space projects which I designed up to now, I have always been trying to solve the problem of the balance between message and massage.

This is a comprehensive collection of forward-thinking boutique designs from some leading Japanese designers and design agencies which bring much life to brands. Immerse yourself in this book, you will deeply and fully feel the designers' passion for interior design.



COENTENTS

目录



AMANE服饰店
AMANE

008

HALSUIT服饰店
HALSUIT

052

大阪LE CIEL BLEU服饰店
LE CIEL BLEU OSAKA

084

横滨AND A服饰店
AND A YOKOHAMA

012

FRAPBOIS莫迪町田店
FRAPBOIS MODI
MACHIDA STORE

058

三宅一生的2D/3D椅子
2D/3D CHAIRS FOR
ISSEY MIYAKE

090

深圳天意
TANGY IN SHENZHEN

018

BOUTIQUE BY新天地
BOUTIQUE BY XINTIANDI

062

博多24 ISSEY MIYAKE服饰店
24 ISSEY MIYAKE HAKATA

094

MAN ON THE BOON服饰店
MAN ON THE BOON

024

BEAUTIFUL PEOPLE服饰店
BEAUTIFUL PEOPLE SHOP

068

三宅一生服饰店
BLOOM BLOOM BLOOM
ISSEY MIYAKE
BLOOM BLOOM BLOOM

098

BOON JR服饰店
BOON JR

032

EARTH MUSIC & ECOLOGY总店
EARTH MUSIC & ECOLOGY
HEAD STORE

072

铜锣湾I.T HYSAN ONE服饰店
I.T HYSAN ONE,
CAUSEWAY BAY

038

FANTASTIQUE CANOPEE服饰店
FANTASTIQUE CANOPEE

078

MINA PERHONEN服饰店,
NATSUMINA主题展
MINA PERHONEN NATSUMINA

102

京都PINK-LATTE服饰店

PINK-LATTE KYOTO

108

奈美根WE服饰店

WE STORE NIJMEGEN

142

彪马专卖店

PUMA STORE

186

CELEBRITY CLOSET WITH
HONEY BUNCH服饰店

CELEBRITY CLOSET
WITH HONEY BUNCH

114

纽约第五大道

优衣库服饰店

UNIQLO NEW YORK
FIFTH AVENUE

148

STYLEXCHANGE服饰店

STYLEXCHANGE

192

LANGUAGE服饰店

LANGUAGE

120

优衣库东京银座店

UNIQLO GINZA

154

名古屋DRAWER服饰店

DRAWER NAGOYA

198

AND A川崎店

AND A KAWASAKI

126

涉谷BERSHKA服饰店

BERSHKA SHIBUYA

160

SOAREAK服饰店

SOAREAK

204

皇家成员

ROYAL PARTY

130

博多运河城

COLLECT POINT服饰店

COLLECT POINT
HAKATA CANAL CITY

170

ADRIANO GOLDSCHMIED服饰店

ADRIANO GOLDSCHMIED

210

北京唤觉

AWAKENING IN BEIJING

136

P & C青少年概念店

P & C JUNIOR STORECONCEPT

178

FRAPBOIS原宿拉法叶店

FRAPBOIS LA FORET
HARAJUKU STORE

216

ESTNATION BIS服饰店
ESTNATION BIS

220

HI-LO服饰店
HI-LO STORE

226

ATTACHED IDEE服饰店
ATTACHED IDEE

232

EARTH MUSIC&ECOLOGY服饰店
EARTH MUSIC&ECOLOGY
STATION STORE

238

金泽FORUS 吉尔·斯图尔特
之吉尔服饰店

JILL BY JILLSTUART
KANAZAWA FORUS

242

GLOBALWORK ET.服饰店
GLOBAL WORK ET.

248

E HYPHEN世界画廊服饰店
E HYPHEN WORLD GALLERY

254

AMERICAN RAG CIE服饰,
名古屋店
AMERICAN RAG CIE NAGOYA

258

JOANNA KLIMAS服饰店
JOANNA KLIMAS

264

北京三里屯玛尼旗舰店
MARNI BEIJING SANLITUN

268

MAISON多品牌精品店
MAISON MULTI-BRAND BOUTIQUE

272

THE SHOP TK MIXPICE服饰店
THE SHOP TK MIXPICE

276

OF THE NEIGE STYLE服饰店
OF THE NEIGE STYLE

284

KADDISH服饰店
KADDISH

290

东京SERENE DEPT服饰店
SERENE DEPT. TOKYO

294

SOV. DOUBLE STANDARD
CLOTHING服饰店1
SOV. DOUBLE STANDARD
CLOTHING1

302

SOV. DOUBLE STANDARD
CLOTHING服饰店2
SOV. DOUBLE STANDARD
CLOTHING2

308

BEIGE服饰店1
BEIGE1

314

BEIGE服饰店2
BEIGE2

318

日本の



師智造

BOUTIQUE DESIGNS
OF FAMOUS JAPANESE DESIGNERS

「服飾店の設計」

香港视界国际出版有限公司 编著



华中科技大学出版社

<http://www.hustp.com>

中国·武汉

图书在版编目 (CIP) 数据

日本大师智造. 服饰店设计 / 香港视界国际出版有限公司编著. — 武汉 : 华中科技大学出版社, 2012. 9
ISBN 978-7-5609-8122-2

I. ①A… II. ①横… III. ①服装—商店—室内装饰设计—日本—图集 IV. ①TU238-64

中国版本图书馆CIP数据核字(2012)第132135号

日本大师智造——服饰店设计

香港视界国际出版有限公司 编著

出版发行: 华中科技大学出版社(中国·武汉)
地 址: 武汉市武昌珞喻路1037号(邮编:430074)
出 版 人: 阮海洪

责任编辑: 王晓甲
责任校对: 赵慧蕊

责任监印: 秦 英
美术编辑: 石苗苗

印 刷: 利丰雅高印刷(深圳)有限公司
开 本: 965 mm×1270 mm 1/16
印 张: 20
字 数: 288千字
版 次: 2012年9月第1版 第1次印刷
定 价: 285.00元(USD 59.99)



投稿热线: (027) 87545012 814576222@qq.com
本书若有印装质量问题, 请向出版社营销中心调换
全国免费服务热线: 400-6679-118 竭诚为您服务
版权所有 侵权必究



Hirogoshi Takeji
PULSE INC.

我的商业建筑的设计理念是对「信息」和「按摩」这两个概念的合理运用。信息类型的设计工作，我可以提供即时强烈的保护，如同药效很快的药物一样。相反的是，按摩型设计让全身得到按摩和放松，使身体活跃起来，并感到舒适。消息类型信息的帮助是及时的可以立即见效。而另一方面，按摩类型的信息虽没有那么直接，但它以热情治愈消费者，让他们精神振奋，从而间接促进消费。

本次服饰店的设计对一个品牌的精髓进行了策划，更深入地了解后，我把该店设计为信息类型的商店，这反映在装置方面。一个品牌的世界观和背景已明白易懂，沟通由此开始，目的是可以感受和赞同店铺的设计。此外，也有按摩的元素，如大型试衣间，一面大镜子，招待用的沙发，这样一来，顾客可以享受购物的整个过程。

在思考细节的方式上，我在同一空间采用不同类型的元素。一个是现代的设计元素，使用「LED灯间接照明和明亮有光泽的抛光金属材料。另一个是带有温暖的元素，使用陈年旧木材，粗糙的绘画和石膏。我认为新旧事物的混合表达是现代的。

当许多商店混杂在一起的时候，与其他品牌区别开来在当下显得十分重要。品牌的「价格就是一切」本无可厚非，低成本供应商就是赢家。店铺设计是表达品牌个性地方，传播信息的功能体及吸引情感的创作领域。到目前为止，在我设计的如零售、餐饮、酒店、办公室、画廊和100多个商业空间项目中，我一直试图解决信息和按摩的平衡问题。

这本书全面地收集一些领先的日本设计师和设计机构具有前瞻性思想的服饰店设计作品，这些设计师和设计机构给品牌注入了很大的生命力。让自己沉浸在这本书中吧，你会深刻和充分感受到设计师的室内设计的热情。



PREFACE 序言

The design concept in my commercial building is the proper use of "a message" and "a massage".

The message type design work I can provide immediate and strong protection is like some medicine which functions immediately. As opposed to it, a massaged type design rubs and loosens the whole body, makes it activated gradually, and has comfort. The message type information is helpful immediately, and gives assistance to take action. On the other hand, the massage type information is not related directly, but it heals and refreshes with hospitality leading to consumption indirectly.

The boutique designed this time arranges the essence of a brand, and after understanding it more deeply, I design it as a message type store, and it is reflected in fixtures. A brand's view of the world and the background of a brand have been told intelligibly, and the communication with a thing starts and aims at the shop design as a place that can feel and sympathize. Moreover, there are also massage elements, such as a large fitting room, a big mirror, a sofa for waiting, so that the process of shopping can be enjoyed.

In the way of thinking about the details, I adopt different type of elements in the same space. One is the modern design element, which is using the indirect lighting with LED and the bright shine polished metal material. And the other is the element with the warmth, which is using the aged deterioration old wood, rough painting and plaster. I think that expression in which a new thing and an old thing are intermingled is modern.

The differentiation with other brands is very important at present when many shops are jumbled up close together. "Price is all" for the brand which can not come up with any discrimination, and a low-cost producer is the winner. The design of retail is the place for expressing brand identity and the function to transmit a message, and the creation field that is about to appeal to feelings. All of the retail, restaurant, hotel, office and gallery and more than 100 commercial space projects which I designed up to now, I have always been trying to solve the problem of the balance between message and massage.

This is a comprehensive collection of forward-thinking boutique designs from some leading Japanese designers and design agencies which bring much life to brands. Immerse yourself in this book, you will deeply and fully feel the designers' passion for interior design.



COENTENTS

目录

AMANE服饰店

AMANE

008

HALSUIT服饰店

HALSUIT

052

大阪LE CIEL BLEU服饰店

LE CIEL BLEU OSAKA

084

横滨AND A服饰店

AND A YOKOHAMA

012

FRAPBOIS莫迪町田店

FRAPBOIS MODI
MACHIDA STORE

058

三宅一生的2D/3D椅子

2D/3D CHAIRS FOR
ISSEY MIYAKE

090

深圳天意

TANGY IN SHENZHEN

018

BOUTIQUE BY新天地

BOUTIQUE BY XINTIANDI

062

博多24 ISSEY MIYAKE服饰店

24 ISSEY MIYAKE HAKATA

094

MAN ON THE BOON服饰店

MAN ON THE BOON

024

BEAUTIFUL PEOPLE服饰店

BEAUTIFUL PEOPLE SHOP

068

三宅一生服饰店
BLOOM BLOOM BLOOM

ISSEY MIYAKE
BLOOM BLOOM BLOOM

098

BOON JR服饰店

BOON JR

032

EARTH MUSIC & ECOLOGY总店

EARTH MUSIC & ECOLOGY
HEAD STORE

072

铜锣湾I.T HYSAN ONE服饰店

I.T HYSAN ONE,
CAUSEWAY BAY

038

FANTASTIQUE CANOPEE服饰店

FANTASTIQUE CANOPEE

078

MINA PERHONEN服饰店,
NATSUMINA主题展

MINA PERHONEN NATSUMINA

102

京都PINK-LATTE服饰店

PINK-LATTE KYOTO

108

奈美根WE服饰店

WE STORE NIJMEGEN

142

彪马专卖店

PUMA STORE

186

CELEBRITY CLOSET WITH
HONEY BUNCH服饰店

CELEBRITY CLOSET
WITH HONEY BUNCH

114

纽约第五大道

优衣库服饰店

UNIQLO NEW YORK
FIFTH AVENUE

148

STYLEXCHANGE服饰店

STYLEXCHANGE

192

LANGUAGE服饰店

LANGUAGE

120

优衣库东京银座店

UNIQLO GINZA

154

名古屋DRAWER服饰店

DRAWER NAGOYA

198

AND A川崎店

AND A KAWASAKI

126

涉谷BERSHKA服饰店

BERSHKA SHIBUYA

160

SOAREAK服饰店

SOAREAK

204

皇家成员

ROYAL PARTY

130

博多运河城

COLLECT POINT服饰店

COLLECT POINT
HAKATA CANAL CITY

170

ADRIANO GOLDSCHMIED服饰店

ADRIANO GOLDSCHMIED

210

北京唤觉

AWAKENING IN BEIJING

136

P & C青少年概念店

P & C JUNIOR STORECONCEPT

178

FRAPBOIS原宿拉法叶店

FRAPBOIS LA FORET
HARAJUKU STORE

216

ESTNATION BIS服饰店
ESTNATION BIS

220

HI-LO服饰店
HI-LO STORE

226

ATTACHED IDEE服饰店
ATTACHED IDEE

232

EARTH MUSIC&ECOLOGY服饰店
EARTH MUSIC&ECOLOGY
STATION STORE

238

金泽FORUS 吉尔·斯图尔特
之吉尔服饰店

JILL BY JILLSTUART
KANAZAWA FORUS

242

GLOBALWORK ET.服饰店
GLOBAL WORK ET.

248

E HYPHEN世界画廊服饰店
E HYPHEN WORLD GALLERY

254

AMERICAN RAG CIE服饰,
名古屋店
AMERICAN RAG CIE NAGOYA

258

JOANNA KLIMAS服饰店
JOANNA KLIMAS

264

北京三里屯玛尼旗舰店
MARNI BEIJING SANLITUN

268

MAISON多品牌精品店
MAISON MULTI-BRAND BOUTIQUE

272

THE SHOP TK MIXPICE服饰店
THE SHOP TK MIXPICE

276

OF THE NEIGE STYLE服饰店
OF THE NEIGE STYLE

284

KADDISH服饰店
KADDISH

290

东京SERENE DEPT服饰店
SERENE DEPT. TOKYO

294

SOV. DOUBLE STANDARD
CLOTHING服饰店1
SOV. DOUBLE STANDARD
CLOTHING1

302

SOV. DOUBLE STANDARD
CLOTHING服饰店2
SOV. DOUBLE STANDARD
CLOTHING2

308

BEIGE服饰店1
BEIGE1

314

BEIGE服饰店2
BEIGE2

318



AMANE

【 AMANE服饰店 】

日本服饰

Location: Osaka, Japan

Area: 178 m²

Design company: design room 702 co.,ltd.

Designer: Hiroyuki Matsunaka

Materials: Pattern carpet, PB+AEP paint(white,gray), graphic cutting sheet, clear mirror, ash wood, stick pattern, clear glass, etc.

Photographers: Nacása & Partners Inc.

AMANE is a furisode shop. Furisode is commonly rented or bought by parents for their daughters to wear when celebrating Coming of Age Day the year they turn 20. The space is created and reproduced by the spirit of "JAPANESE MODERN". Graphic pattern and more shapes are designed based on "KIKKO", the unique Japanese traditional art in tortoiseshell image. And "KAWAII" is represented with pink.



AMANE是一家振袖店。振袖通常是父母在她们的女儿庆祝20岁成人礼时租来或买来给她们穿的衣服。

该空间是“日本现代”精神的创造和再现。形象的图案和更多的形状都是根据“日本铠甲”来设计的，“日本铠甲”是龟甲图形中独特的日本传统艺术，而且粉红代表了可爱。



