

名品店设计

LUXURY

Store Design

深圳市艺力文化发展有限公司 编



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PREFACE 序言

In the 21st century, society has shifted consumption from “need” to “desire”.

Luxury is no longer defined by wealth and value as status symbols. It is a personal sensibility — an individual journey of discovery and emotional engagement.

Cutting-edge luxury brands use this power of the intangible to produce unique experiences that generate emotional connectivity and ultimately, desire.

At UXUS, we call this “everyday wonder” — a transformation of the expected and ordinary into surprising and extraordinary. It captivates customers’ imagination and creates a sense of discovery at every step of the journey.

We believe the future of luxury lies in celebrating everyday wonder through sensorial and meaningful experiences at the intersection of commerce and culture. They are about poetic soulfulness and personal interpretation, making a brand worth experiencing more than once.

In this book, you will see many wonderful examples of luxury stores that go beyond current paradigms. It is our pleasure to invite you to explore the “Luxury Store Design” book; design that will inspire, transform and challenge.

UXUS Design

进入 21 世纪后，人们的消费不再只是为了满足物质需求，而且为了满足情感需要。

奢华的定义也不再取决于商品价格的高低，而是一种个人的感觉，是一次能给人带来发现的惊喜和情感上的沉浸的旅行。

高端品牌的奢侈品以这种无形的力量能使人产生情感上的共鸣并最终产生追求该品牌的欲望。

UXUS 称之为“每日奇迹”，即通过店面设计将每天平凡的、可预知的事情变得超凡而充满未知性。购物之旅的每一步都能激发顾客的想象力并带来发现的喜悦感。

我们相信，奢侈品的未来在于鼓励人们迎接每一天的奇迹。让他们感受到商业和文化交融而产生的精神享受和体验。品牌给人带来的如诗般的享受会给顾客以难以忘怀的感觉。

在本书中，你会看到诸多独树一帜的奢侈品店的设计案例。欢迎您来发掘本书中的设计之美，这些设计鼓舞人心，志在改变，勇于挑战。

UXUS 设计公司

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Qela Store

Qela 专卖店

Architect UXUS Design

Client Qatar Luxury Group

Location The Pearl, Parcel 1, P.O. Box: 15604,
Doha, Qatar

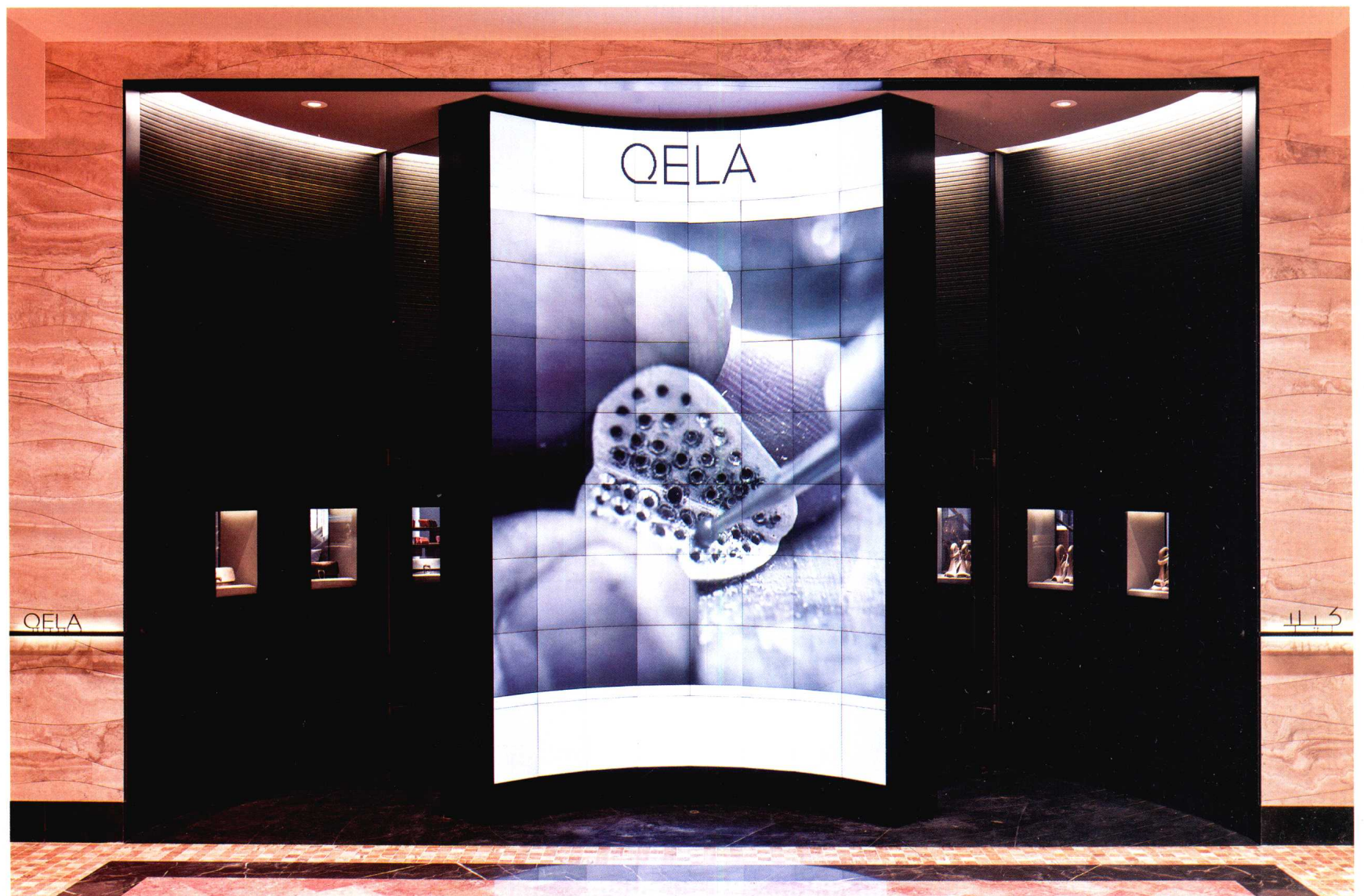
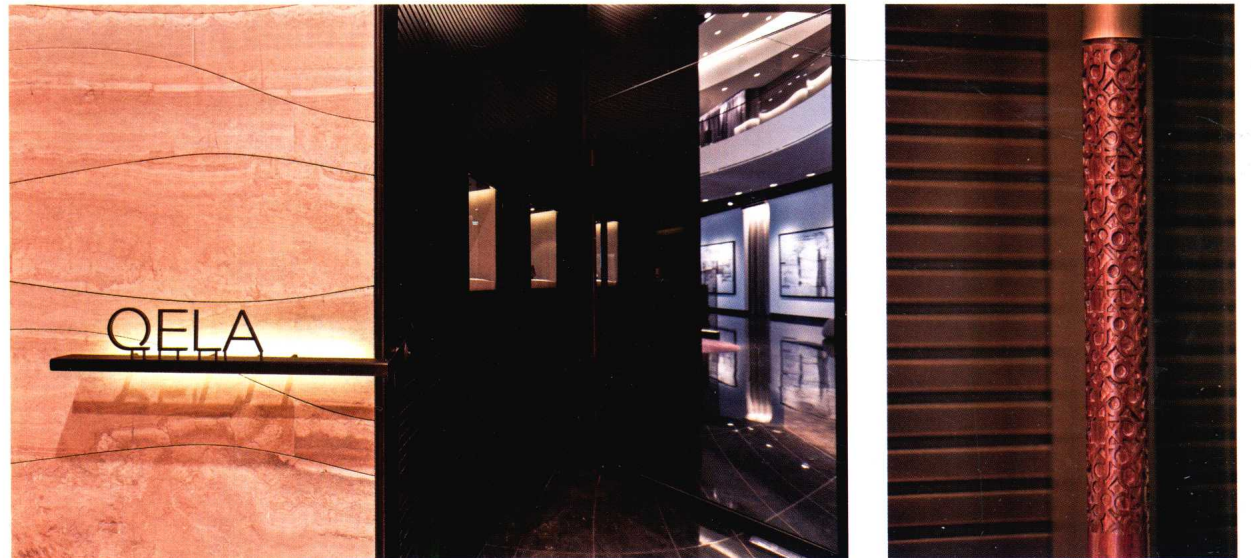
Area 400 m²

Contractor LEAD Construction

Fixture Manufacturer The Set Company

Lighting DPA Lighting/ RCL Lighting

Photography Adrian Haddad









Qatar Luxury Group awarded UXUS the mission to develop a groundbreaking retail experience for its global luxury brand, Qela. The Qela luxury collection will include leather goods, fine jewelry and women's fashion, designed and crafted in Qatar to the highest standards.

The new store strikes a delicate balance between the brand's cultural heritage and its progressive spirit, immersing customers into the world of art, culture and design. Following this concept, the boutique's design blends the atmosphere of an intimate salon with the dynamism of a world-class art space: inviting clients to explore a continuously changing gallery of crafted luxury products and fine art.

Aesthetically, the Qela experience has its roots in travel and embodies its native country's aesthetics of quiet, pure and natural landscapes. Undulating forms and flowing curves echo majestic Qatari vistas, punctuated with rich, luxurious materials and a palette of elegant desert tones to highlight the Qela collection.

The unique use of textures and branded design elements conveys an atmosphere of understated elegance and comfort that is iconic to Qela. Bronze, solid walnut, travertine and distinctive nero d'avola stone slabs are softened by bespoke hand-knotted silk rugs and swathes of satin and linen curtains. Both traditional hand-carving and the use of state-of-the-art manufacturing techniques on a vast scale add a subtle level of intricacy to the site's generous volumes.

Celebrating the brand's Arabic roots, the store features a signature Qela moucharabieh pattern created from distinct elements of the Qela logo. The pattern forms the facade and, through freestanding moucharabieh bronze screens inspired by abstract dhow sails, defines intimately curated spaces within the store. Breaking with traditional retail norms, product displays are focused on solid wood and stone plinths to create a more personal customer experience, and to help reserve walls for the hanging or projection of works of art.

卡塔尔奢侈品集团委托 UXUS 为旗下奢侈品牌 Qela 设计一种开创性的零售体验。Qela 奢侈品系列包括皮革制品、高端珠宝、时尚女装，代表着卡塔尔最高设计和制作水平。

新店打破了品牌在文化遗产和进取精神之间的微妙平衡，让顾客沉浸在艺术、文化和设计的世界。根据这一理念，本案设计混合了亲密的沙龙氛围以及充满活力的世界级艺术空间，邀请顾客来探索这一充满顶级工艺制作而成的奢侈品及艺术品的不断变化的画廊。

从审美的角度来看，Qela 体验来源于游历，体现了其本土美学里面的安静、纯洁和自然景观。波浪形的形状和流变的曲线与卡塔尔的庄严相呼应，通过丰富奢华的材料以及优雅的沙漠色调加以强调，突显了 Qela 的产品特色。

纹理和品牌设计元素的独特应用传达出 Qela 品牌特有的低调的优雅和舒适气氛。定制的手工地毯、缎带和亚麻的窗帘让室内的青铜制品、胡桃木、石灰华和独特的石板仿佛变得柔软起来。传统手工雕刻以及高水平制造工艺的大规模使用让这一雅致空间更显复杂精致。

为了向品牌的根源致敬，设计应用了由 Qela 标志的独



As customers move deeper into the store, the journey becomes more refined and personalized. Upstairs, haute-joaillerie is displayed in precision-engineered freestanding cylindrical vitrines that allow a full 360-degree view of the collection's unique jewelry pieces. Above, the "celestial vault" of a wood cupola is also intricately carved with the moucharabieh pattern and its eight-pointed stars, providing a rich, almost infinite backdrop to the gallery space.

Around the upper floor, individualized services and made-to-measure couture collections immerse clients in a tailored shopping experience. At the heart of this personal experience, the cashmere-tented Private Salon draws inspiration from the hospitality symbolized by desert hearths and invites customers to enjoy a moment of calm.

Arriving at the store, an imposing video display announces art shows within, replacing traditional window displays and setting the



scene for a new paradigm in luxury retail. Throughout the store, cutting-edge low-energy lighting can be remotely positioned and dimmed to bring-out the inherent qualities in works of art and products alike.

At the intersection of culture, fashion and design, Qela represents the 21st century definition of luxury as the ultimate blend of art, savoir-faire and innovation. The new retail experience embodies these brand qualities, taking customers on an aspirational journey that sets a new benchmark for the world of luxury.

特元素创造而出的网格图案。图案被用在建筑外观，通过受抽象单桅三角帆船帆启发设计而成的独立的铜质网格屏，划分出店内的亲密空间。打破了传统专卖店的标准，产品展示集中在实木及石质底座上，创造出更个性化的购物体验，将墙面留做悬挂或投射艺术作品。

随着顾客深入店内，其旅程亦变得更加微妙和个性化。楼上，珠宝被放置在精工制造的独立式圆柱形玻璃橱窗中，顾客能 360 度全方位欣赏到该品牌的珠宝系列。头上的木质圆屋顶也同样不规则地雕刻着独特网格图案，八个突起为这个画廊空间增加了无限的艺术氛围。

上层店面个性化服务和定做服装系列，使顾客沉浸到裁缝店般的购物体验中。在这一个性化体验的中心，羊绒帐篷般的私人沙龙的设计灵感来自于沙漠中待客的象征，邀请顾客享受片刻宁静。

到达店内，给人以深刻印象的显示屏播放着艺术秀的视频，代替了传统的橱窗，为奢侈品零售店设立了新的典范。店内，先进的低能耗照明设备可以遥控位置及明暗度，将艺术作品及产品的内在品质完美展现出来。

文化、时尚和设计的交汇，Qela 代表了二十一世纪对奢华的定义。新的销售体验具现了品牌的品质，带领顾客体验一段梦幻的旅程，为奢侈品行业设立了新的标准。







