

新贤维思设计系列之

服装品牌设计专集

san interiors + associates

FASHION BRAND design

深圳市创尚文化传播有限公司 策划
李其兴 编

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CHINA
中国品牌
BRAND
HONG KONG
香港设计
design

san interiors + associates

Since establishment in 1997, San Interiors has accomplished an extensive portfolio of inspiring space designs, spanning brand name retail stores, quality restaurants and corporate headquarters. We also have performed in different roles as private and commercial artistic consultants. During the past decade, our company has especially and successfully penetrated the Mainland China market, completing more than 200 various projects of corporate identity, brand image, and hospitality space designs that spread all over the country. Through our unfailing efforts, we have grown to be a top and well-known design consultant in Mainland China, with a style that is unmatched in the industry.

We are committed to our motto of "a unique style for a unique client" backed by a new generation of spirited designers with fresh minds and professionalism. We fully recognize that each commercial brand has its own unique story, and we strive to tailor a unique design to capture that unique story. We will employ a full spectrum of visual elements to capture and represent the intangible characteristic culture that defines the brand. To further enhance brand design integrity, we also will utilize techniques of visual communications and art ambience to convey from a deeper level the special unique qualities of the brand.

Our goal is to offer our clients unique designs that are of the highest quality. We have a team of professional managers and designers, and we are committed to creating designs that are both fresh and original. San Interiors strives to be innovative and aims for excellence, in the process breaking boundaries in interior design.

自1997年成立以来，新贤维思完成了一个又一个别具创意又深入人心的品牌空间设计。新贤维思所设计的项目类型广泛，涉及各类品牌——成人装、童装，鞋履，钟表、珠宝品牌名店等。在过去的十多年中，新贤维思一直致力于开拓中国内地市场，完成了多达200个各类品牌名店以及意境空间设计。其多变的设计风格 and 多样的设计类型均为业界之冠。多年来，新贤维思所设计的作品已经遍布全国各地，同时新贤维思还担任一些内地知名品牌的设计顾问。

新贤维思凭借着新一代设计师的创意与勤奋，全力实践着“独特的客人，独特的设计”的设计理念。我们深谙每个商业品牌的独特故事，希望用设计讲述这些品牌的故事。公司注重以具体的视觉元素展现抽象的品牌性格和文化，致力于为客户量身打造富有品牌特色的独有设计，从视觉、空间、品位方面，深入地彰显各类品牌的独特与气质。

新贤维思旨在为每个品牌提供独特的创意以及高质量的设计，以不断创新、追求卓越为目标，坚持原创设计，锐意进取，突破局限。本书精选了新贤维思30个最新的设计项目以体现新贤维思“中国品牌，香港设计”的设计魅力，与人分享，共享设计。

新贤维思设计顾问有限公司

Brand des storyt

品牌设计师正如说品牌故事的人

让新贤维思为你说出30个不同的品牌故事

esigner
as a
teller

let
san interiors
tells you
the stories of
30 brands

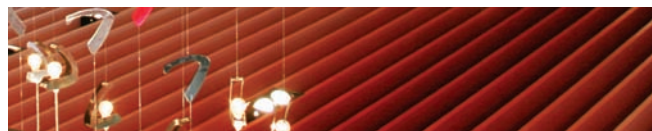
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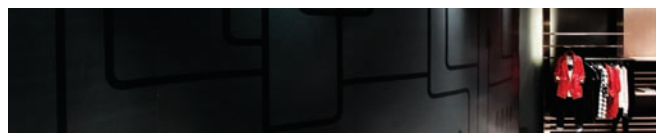
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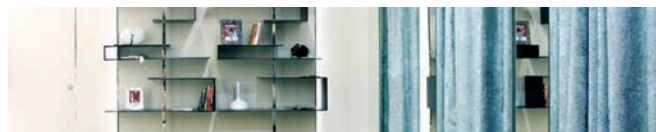
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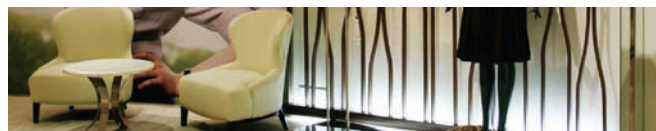
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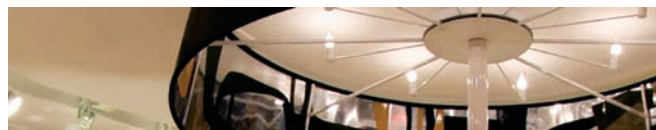
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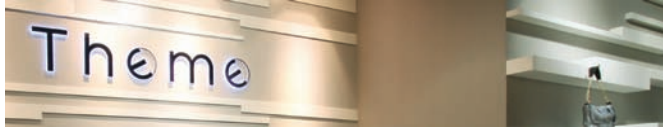




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alla scala

时尚的灵魂在每个细节处得以展现，低调的视觉元素彰显着复古的温暖。优秀的专卖店设计必须充分体现品牌的特色，以具体的视觉元素，展现抽象的品牌性格和文化。Alla Scala以“现代的米兰歌剧院”为品牌的意境空间，凸显其低调中略带张扬的风格，同时亦体现经典与前卫的结合，成功地确立品牌的方向，提升品牌的价值。不同的色彩有着不同的故事，不同的故事需要一个色彩。Alla Scala以其深厚的文化底蕴，展现出迷人的姿态，也让每一位到此的顾客都可以感受到Alla Scala的独特魅力。

Fashion has been pervaded the soul on details, and the low-key visual elements are applied to evoke the classical warmth. As a excellent exclusive store, interior design must reflect its unique and intangible character and culture through a specific visual elements. By using the brand artistic conception of "Modern Milan Theater", Alla Scala has successfully established the brand position, increase brand value. At the same time, classic is combined with vogue to display a vigorous character within low-key ambience. Different color has different stories and vice versa. A fine cultural connotation would make every guest feel the charm from the brand, so does Alla Scala.





alla scala



