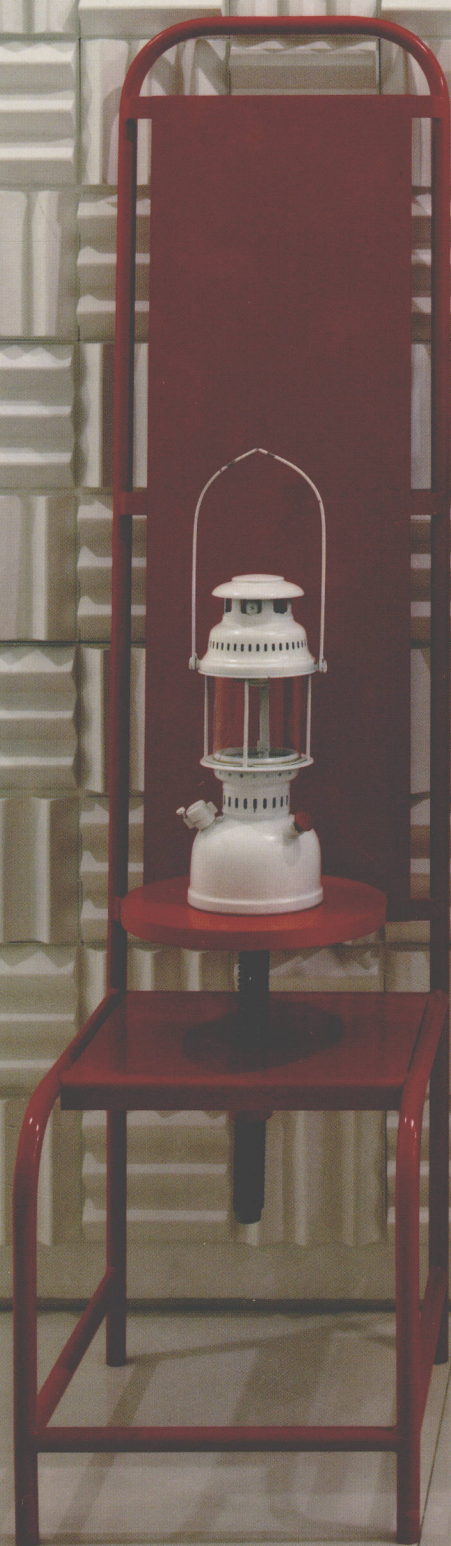


Special Boutique Design

品牌店设计



辽宁出版集团
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Speciality Shop Design

品牌店设计

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上海，飞快发展的速度令世人瞩目。拔地而起的高楼鳞次栉比，在这座现代化的城市里，却依然保留了具有浓重欧式建筑风格的古建筑和极富地方特色的石库门建筑。被称为“万国建筑博览”的外滩，矗立着哥特式、罗马式、巴洛克式、新古典主义、折衷主义到盛行欧美的现代主义建筑、装饰艺术派建筑等52幢风格各异的大厦。这些大厦风格迥异，但又协调统一，大半个世纪过去了，现在，这里仍然是时尚的最前沿。古老的欧式外观，整饬一新的现代内部装饰，吸引了众多世界顶级品牌的专卖店驻足。

新崛起的又一个时尚文化娱乐中心“新天地”紧邻繁华的淮海路商业街，设计师们特意将外形保留了老上海石库门建筑的砖墙、屋瓦，而每栋建筑内部，又按照现代都市人的生活方式和节奏度身定做，重新打造。旧式的窗格、灰墙，加上现代的落地玻璃、彩色喷泉，恍惚间仿佛穿越了时空隧道。

这种保留或仿制古老建筑的外墙，内部则采用现代、个性化的设计模式，在上海非常流行。海纳百川的上海，吸收了历史遗留下的西洋建筑风格，又融入最现代的设计元素，从古到今，中西合璧，这座东方的不夜城正在逐渐成为新的世界时尚之都。

The perennial problem facing retail design is the question of how to communicate a brand effectively. The proliferation of generic shopping centres means that each brand must create a unique and memorable image to differentiate it from its competition, in order to compel the consumer to choose that brand in particular.

Shanghai today is a living sourcebook for retail design, with its status as a meeting place for diverse traditional and modern architectural styles from both the East and the West. Retail landmarks such as the Bund and Xintiandi play host to many of the world's most exciting boutiques. The ability to synthesise the gamut of modern and traditional influences is brought to bear in the creation of individual shops that communicate powerful messages about the brands they represent.

This lavishly illustrated volume showcases a selection of the most fascinating and memorable boutiques in Shanghai, from internationally renowned brands like Adidas, Bose and Shanghai Tang, to smaller local boutiques that are by no means less distinctive.

Introduction

BICHE DE BERE

Alternative Shops

BICHE de BERE, 这家尊贵的法国奢侈品品牌的店铺却一点也不奢侈, 店堂简洁而明亮。落地的玻璃窗和穿衣镜, 粉刷洁白的墙面, 高高垂下的射灯, 使整个店堂看起来更加的高挑、开阔。

沿街的窗边从天花垂下几个迷你的鱼缸, 一尾红色的金鱼在水中游曳, 店堂瞬间生动起来。地板由暗色的小石子铺成, 立柱也伪装成枯藤和古树, 刻意突出服装的鲜艳色彩。靠墙摆放的高靠背椅子, 在这里也成了陈列台, 座位上摆放着现代前卫的特色首饰, 非常有创意。

门边的弧形墙面上, 是一张巨大的广告海报, 不同肤色不同种族的不同脸孔, 抓人眼球。"Difference is that wonderful thing", 创始人兼设计师Nelly的这句话, 正是她的服装设计和店堂设计的最好体现。

The shop of French luxury brand Biche de Bere is strikingly spacious and bright, with its masterful use of French windows, mirrors, white walls and downlighting to emphasise the height of the shop.

The boutique is furnished with the whimsical and unexpected. A number of miniature fishbowls are suspended from the ceiling, with red goldfishes in them. The floor is paved with dark screed and the pillars are designed to resemble old tree trunks. A trio of chairs with artificial white turf on their high backrests serves as display space for avant-garde jewellery.

There is a huge mural on the curved wall near the entrance, featuring a collage of faces from various ethnicities. Its slogan "difference is that wonderful thing" is the philosophy of founder Nelly Biche de Bere, echoed in the design of her clothes and shop.



difference is that wonderful thing

Nelly Bicho de Rose









TEA CUP

Alternative Shops

专卖店分外间和里间，都以白色为主色调，以玻璃为主要装饰元素。落地的中式窗格玻璃门，大扇的玻璃窗，增加了采光。

外间的地面瓷砖铺成扇形，层层叠叠，仿似白色的波浪；天花则用白色的木板隔出条条凹道，上下呼应，空间的立体感加强了。衣架背后的墙面故意装饰成玻璃窗框的样子，别出心裁。楼梯下的犄角区域，也用玻璃窗框装饰封闭起来，围成试衣间。

与白色的墙、天花相对应的是褐色的陈列台和立柜。立柜分成三十个小格子，摆放玩偶等小物品，充分利用了空间。

The Tea Cup boutique is spacious and well-illuminated, with its extensive use of white walls and large windows.

The boutique is clearly divided into an outer room and an inner room. The floor of the outer room is tiled with a fan pattern, leading the viewer's eye across the space and towards the inner room. White rafters on the ceiling accentuate the dimensionality of the space. In contrast to the outer room, the inner room is more transparent and bright, with its flat ceiling and beige marble floor.

Most strikingly, the walls, pillars and even the fitting room are sheathed in a grid of window frames. This pattern extends to the shelves, which are designed as a grid where smaller items can be displayed, making flexible and optimal use of the display space. The grids traced by the stark black frames on the French windows are also consistent with this distinctive pattern.







