

L U X U R Y
B R A N D
F L A G S H I P S

瑰 丽 盒 子

全球奢侈品牌旗舰店设计

香港理工国际出版社 编

L U X U R Y
B R A N D
F L A G S H I P S

瑰 丽 盒 子

全球奢侈品牌旗舰店设计

香港理工国际出版社 编

 HKPIP

 天津大学出版社
TIANJIN UNIVERSITY PRESS


ARCHITECTURE
JOURNALISM

图书在版编目 (CIP) 数据

瑰丽盒子:全球奢侈品牌旗舰店设计/香港理工国际出版社编著. — 天津:天津大学出版社, 2011.2
ISBN 978-7-5618-3801-3

I. ①瑰… II. ①香… III. ①消费资料—商店—建筑设计—作品集—世界—现代 IV. ①TU247.2

中国版本图书馆 CIP 数据核字 (2011) 第 016217 号

安基国际设计传媒有限公司 策划

联系方式:

北 京:朝阳区百子湾路 32 号 22 院街艺术区 电话: 010-5876 9266/0935
上 海:虹口区沙泾路 10 号 1933 创意产业园 电话: 021-6112 4870
大 连:沙河口区中山路 427 号星海创意岛 电话: 0411-8437 6131/6181/6182
深 圳:福田区彩田路星河世纪 B 栋 2719 室 电话: 0755-8249 4087
电子邮箱: info@archi-china.com

责任编辑: 侯雪倩
艺术总监: 邹 雷
装帧设计: 范雅寒 易 帅
封面设计: 范雅寒

瑰丽盒子——全球奢侈品牌旗舰店设计

香港理工国际出版社 编著

出版发行: 天津大学出版社

出 版 人: 杨欢

地 址: 天津市卫津路92号天津大学内 (邮编: 300072)

总 经 销: 天津大学出版社发行部 / 大连安基传媒有限公司发行部

电 话: 022-27403647 022-27402742 (邮购) / 0411-84376101/6102

网 址: www.tjup.com

印 刷: 上海瑞时印刷有限公司

开 本: 280 mm × 240 mm

印 张: 20.75

字 数: 288千字

版 次: 2011年4月第1版

印 次: 2011年4月第1次印刷

定 价: 268.00元

(本图书凡属印刷错误、装帧错误, 可向发行部调换)

L U X U R Y
B R A N D
F L A G S H I P S

瑰 丽 盒 子

全球奢侈品牌旗舰店设计

香港理工国际出版社 编

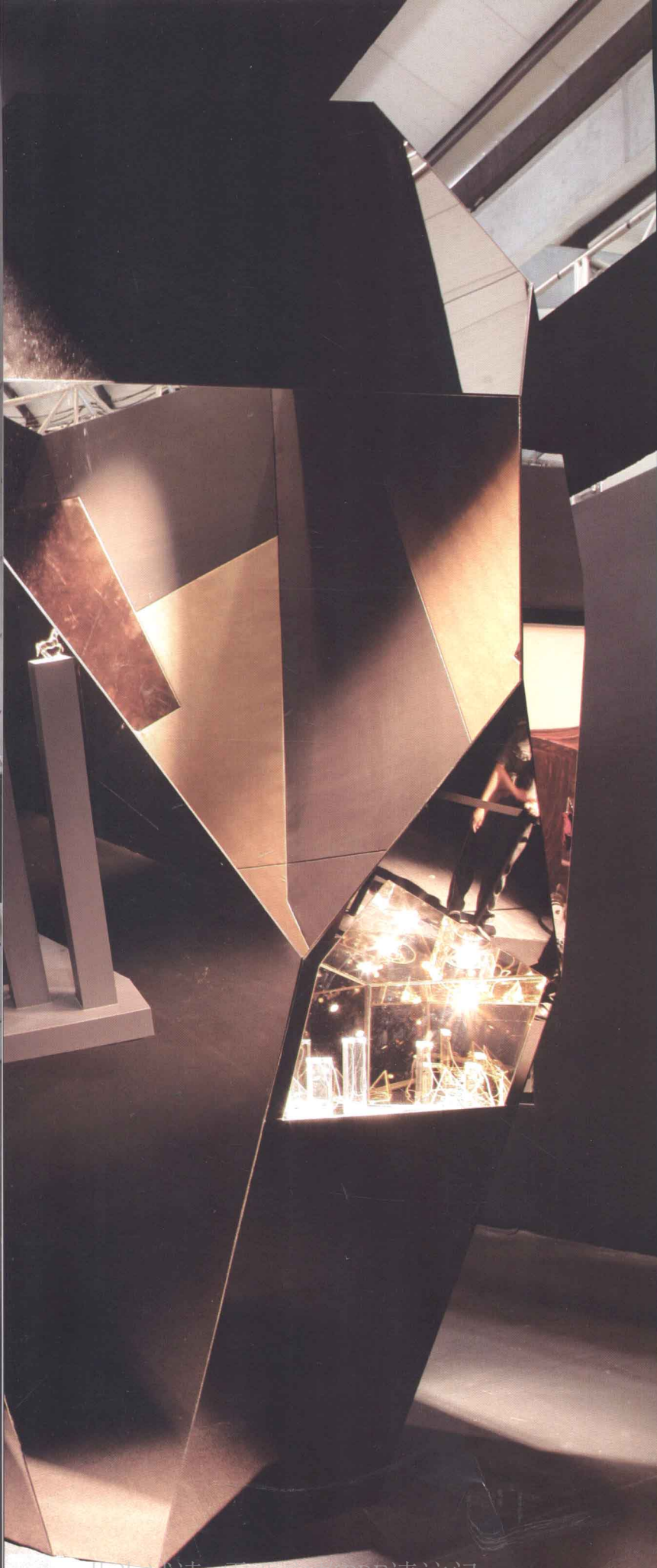
HKPIP



天津大学出版社
TIANJIN UNIVERSITY PRESS



ARCHITECTURE
JOURNALISM



SWAROVSKI-BEIL

MARNI-LAS
VEGAS

TSE FLAGS

EPISODE
FLAGSHIP PAR

EPISO DE FI

HERMES MADE
MOSCHINO
ARMANI GINZA T

NEJI BA

PREFACE

"About flagship stores...how it is now and how is going to be"

The architecture has the distinguished task of making the brand physically tangible. It's able to produce images that leave lasting impressions, create a feeling of true luxury and style. Architecture can in the best sense assist the product, putting it centre stage while fully stage managed. It can seduce to consume. The big brands are getting bigger and their flagship stores will be more exclusive than ever. I still think though in the future there will be a new kind of "flagship store shop in shop". And it will be a challenge to bring together several of these changeable smaller labels all under one roof.



The Fashionization of Interior Design

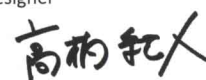
Since it has become possible to share information instantaneously throughout the world, it has also thus become difficult to speak in simple terms about trends in interior design. In the sea of information, the speed at which trends are born and disappear has increased and what we would call a "sense of breathlessness" (that is, a sense of racing to keeping up with this fast pace) has become the prevailing atmosphere today. In the 10 years since we founded Jamo in 2000, this trend has been constantly accelerating. As a result, for people who have stopped feeling the need to pursue the forefront of design trends, this is a time in which there is an increasing diversity of designs that pursue each designer's individual sense of comfort.

If we were to say what kind of spaces are needed in such a time of increasing diversity, naturally there would be no single answer. However, if we were to put forward any particular idea, we might say that although there is great interests in highly original spaces that make full use of new materials, what is actually most often sought after are spaces that express "life-sized comfort". Just as with fashion, these are spaces that mix newness with old and nostalgic elements, spaces that are "edited" freely in a way that pleasant music may be edited. If, for the moment, we were to call this trend "the fashionization of interior design", then this is something which was already become inevitable.

- * Naturally, consideration of the earth and the environment is also essential from the standpoint of creating interiors while also seeing the reach of the planet's future and past. For example, rather than, what is called in Japan, the "scrap and build" approach, why not propose interior designs that consider spans of 50 or 100 years. The designer has an increasing set of tasks in bearing responsibility for the future.

Jamo Associates

Norito Takahashi, principal and chief interior designer



Chinatsu Kambayashi, partner and chief interior stylist



BEIJING
MULTIBRAND
STORE

ARMANI GINZA

TOWER
NEIL BARRETT

SWAROVSKI BEIJING
BEI FRY TASHKENT

CMC THE BOUTIQUE
CO.

VEGAS ESTEE LAUDER VIVIER

TSE FLAGSHIP STORE

CUSTOMER BARCELONA
SF

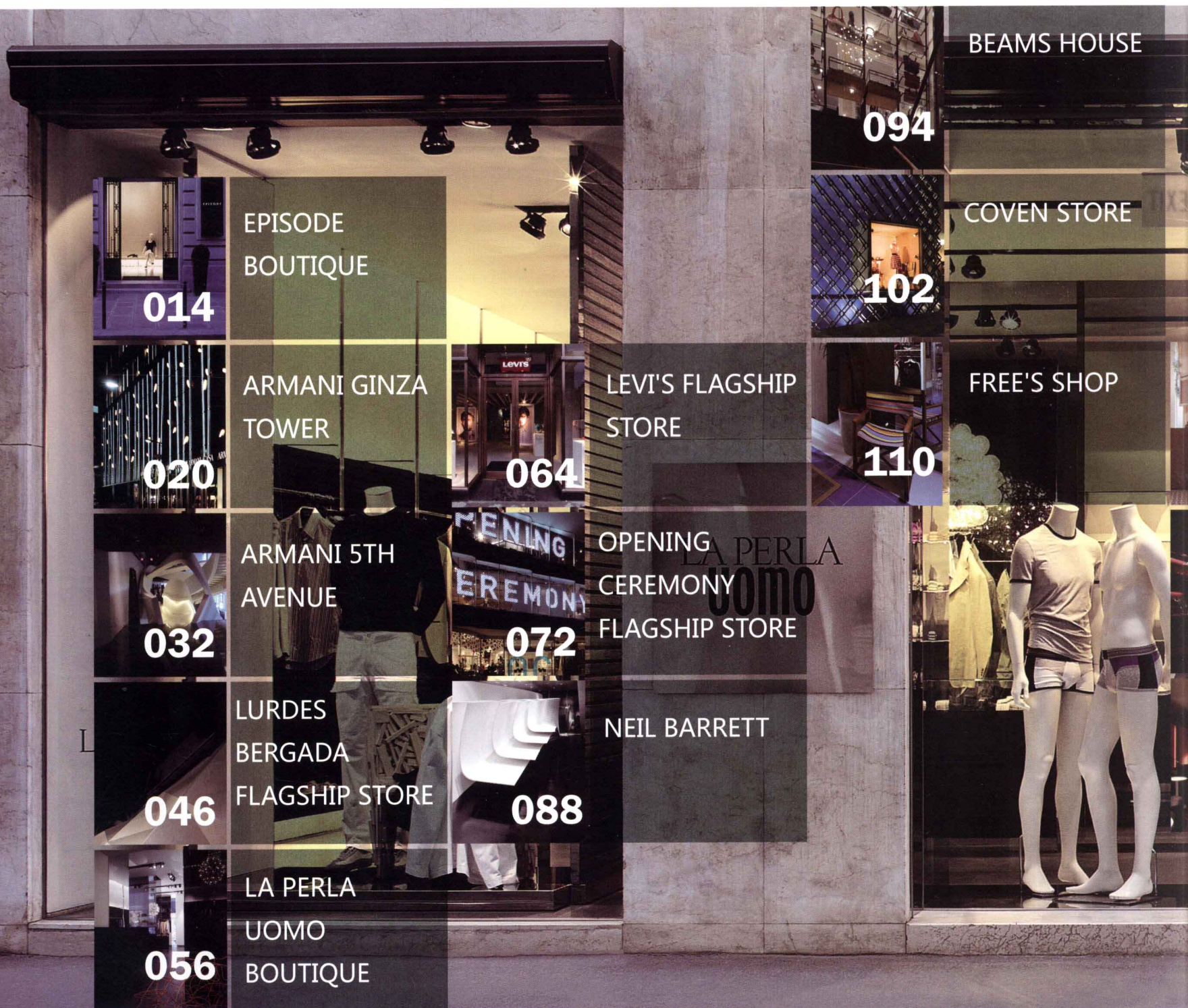
EPISODE TOWER
BOUTIQUE

EPISODE
FLAGSHIP PARIS

HERMES MAISON HOMME

LEVI'S MOUNTAIN FREE'S SHOP
ARMANI GINZA TOWER
TUYIGAOKA

CONTENTS



014

EPISODE
BOUTIQUE

020

ARMANI GINZA
TOWER

032

ARMANI 5TH
AVENUE

046

LURDES
BERGADA
FLAGSHIP STORE

056

LA PERLA
UOMO
BOUTIQUE

064

LEVI'S FLAGSHIP
STORE

072

OPENING
CEREMONY
FLAGSHIP STORE

088

NEIL BARRETT

094

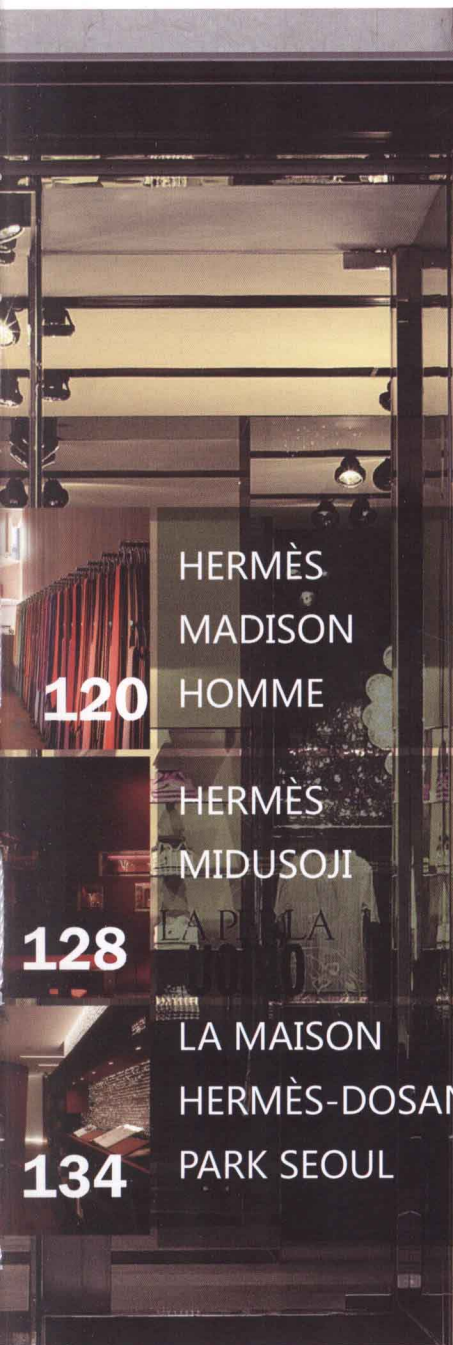
BEAMS HOUSE

102

COVEN STORE

110

FREE'S SHOP



120

HERMÈS
MADISON
HOMME



128

HERMÈS
MIDUSOJI



134

LA MAISON
HERMÈS-DOSAN
PARK SEOUL



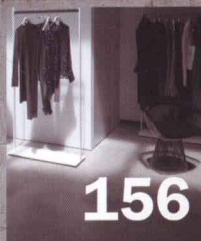
142

MARNI-LAS
VEGAS



148

MOSCHINO



156

LUISA VIA
ROMA
BOUTIQUE



162

TSE FLAGSHIP
STORE



168

CUSTO
BARCELONA
SHOP

BOUTIQUE
ROGER VIVIER

176

LA PERLA
uomo





FERRARI
STORE-
ROME

284

BMW IAA

290

ESTEE LAUDER

CONRADT
OPTIK

266

300

MANCHESTER
UNITED MEGA
STORE

314

CMC-THE
COLLECTION

MUNICH-L'ILLA
DIAGONAL

274

306

BARBIE
FLAGSHIP-
SHANGHAI

320

FERRARI
FACTORY STORE

278



EPISODE BOUTIQUE
ARMANI GINZA TOWER
ARMANI 5TH AVENUE
LURDES BERGADA FLAGSHIP STORE
LA PERLA UOMO BOUTIQUE
LEVI'S FLAGSHIP STORE
OPENING CEREMONY FLAGSHIP STORE
NEIL BARRETT
BEAMS HOUSE
COVEN STORE
FREE'S SHOP
HERMÈS MADISON HOMME
HERMÈS MIDUSOJI
LA MAISON HERMÈS
MARNI-LAS VEGAS
MOSCHINO
LUISA VIA ROMA BOUTIQUE
TSE FLAGSHIP STORE
CUSTO BARCELONA SHOP



EPISODE BOUTIQUE

Name: Episode Boutique

Location: Paris, France

Designer: David Ling Architect

Episode is a marking brand owned by Toppy Group and enjoys a famous reputation in the world. It is specially designed for modern women, with excellent quality and tidy style, standing out individual tastes. Its patterns and design for the traditional suits are unfailling, and choice materials are the best and of different colors. It can not only display personal taste but also satisfy the customers. The simple and appropriate cutting out caters to the various moods of women who pay great attention to their appearance. Together with best materials, like Chinese silk, Italian figured cloth and Japanese wool, Episode design manifests individual characteristics.

EPIISODE

32

EPIISODE

