

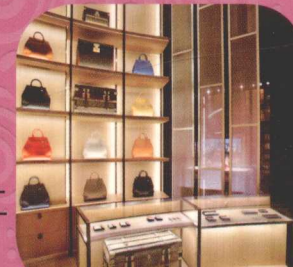
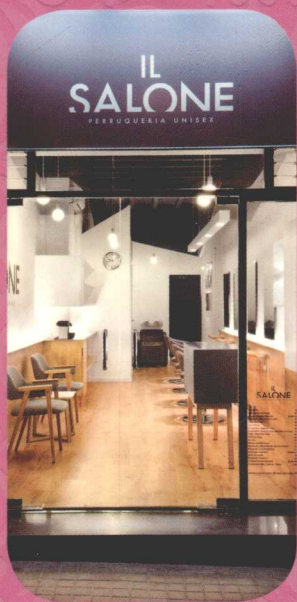
深圳市海阅通文化传播有限公司 主编

塑造商铺之王

Molding King of Shop: Commercial Design 商业店面设计

购物篇

LOGO 创意 / 门头外立面 / 室内陈设



凤凰科学技术出版社



深圳市海悦通文化传播有限公司 主编

塑造商铺之王

Molding King of Shop: Commercial Design 商业店面设计

购物篇

江苏凤凰科学技术出版社

图书在版编目(CIP)数据

塑造商铺之王：商业店面设计. 购物篇 / 深圳市海阅通文化传播有限公司主编. -- 南京：江苏凤凰科学技术出版社, 2015.3

ISBN 978-7-5537-1532-2

I. ①塑… II. ①深… III. ①购物中心—室外装饰—建筑设计②购物中心—室内装饰设计 IV. ①TU247

中国版本图书馆CIP数据核字(2014)第250916号

塑造商铺之王：商业店面设计 购物篇

主 编：深圳市海阅通文化传播有限公司

项 目 策 划：凤凰空间/彭娜

责 任 编 辑：刘屹立

特 约 编 辑：赵 萌

出 版 发 行：凤凰出版传媒股份有限公司

江苏凤凰科学技术出版社

出版社地址：南京市湖南路1号A楼，邮编：210009

出版社网址：<http://www.pspress.cn>

总 经 销：天津凤凰空间文化传媒有限公司

总经销网址：<http://www.ifengspace.cn>

经 销：全国新华书店

印 刷：深圳市新视线印务有限公司

开 本：889 mm × 1094 mm 1/16

印 张：20

字 数：208 000

版 次：2015年3月第1版

印 次：2015年3月第1次印刷

标 准 书 号：ISBN 978-7-5537-1532-2

定 价：358.00元（精）

图书如有印装质量问题，可随时向销售部调换（电话：022-87893668）。



Trendy Clothing

LIU·JO Store in Singapore 新加坡璠久女装专卖店	008
Levis Icon Store Buttenheim 李维斯布滕海姆潮流时尚店	014
And A Kawasaki 川崎 And A 服装店	020
Appriva Shop Appriva 概念店	024
American Rag Cie Nagoya ARC 名古屋 服装店	028
Engelbert Strauss Work-wear Store 恩格尔贝特·施特劳斯工作服专卖店	034
Bulur Textile Moscow Shop 莫斯科布卢尔纺织服装店	040
Dikeni Men's Wear Boutique 迪柯尼男装专卖店	044
PUMA Brand Store, Osaka 大阪彪马旗舰店	052
L'Aurora Multi-brand Boutique L'Aurora 高级时装店	058
Inhabitant Store Tokyo Inhabitan 品牌东京旗舰店	064
MaxMara Hong Kong Central 麦丝玛拉香港旗舰店	070
La Koradior 珂莱蒂尔时装专卖店	074
Laurèl Flagship Store Hamburg 汉堡萝丽儿旗舰店	080
LIU·JO Collection Milan 米兰璠久精品女装店	084

Shoe & Luggage

Cat Bag 猫猫包潮流店	172
Apple & Pie Children-shoe Boutique apple & pie 童鞋专卖店	176
Les Malles Moynat Les Malles Moynat 箱包店	182

潮流服装

Degaje Showroom Degaje 服装展厅	090
Brooks Brothers Fashion Boutique 布克兄弟高级服装店	096
Zara Rome 罗马 Zara 概念店	102
Classic Precipitated Luxury – Giuseppe Custom Professional Service Center 经典沉淀的奢华——乔治白职业服高端定制	110
BUBIES Lingerie Flagship BUBIES 内衣旗舰店	116
Ecko Unltd 犀牛服饰	124
Hanna Trachten Flagship Store in Vienna Hanna Trachten 维也纳旗舰店	130
MASH Flagship Store in Beijing MASH 北京旗舰店	136
MUJI Shop in Milan 米兰无印良品	142
Ora Creation Store Ora Creation 概念店	148
Karl Lagerfeld Store, Paris 卡尔·拉格菲尔德巴黎概念店	156
Hemu Brand Store 荷木服装品牌专卖店	160
Ocean For in Huizhou 惠州四海名店	166

鞋、箱包

Vintage Star – Jessica Simpson Collection 复古之星——杰西卡·辛普森品牌店	186
Munich Flagship Store Barcelona 巴塞罗那慕尼黑旗舰店	188



Jewel

珠宝

Wellendorff Jewellery Boutique	196
华洛芙高级珠宝店	
Hirsh Jewelry Boutique, London	200
伦敦赫什珠宝精品店	
Dinh Van Jewellery Boutique	208
Dinh Van 珠宝精品店	
Leo Pizzo Boutique Milan	212
米兰利奥皮佐精品店	
Valuable Flagship Store, Suzhou	216
万宝缘银楼苏州旗舰店	

Cosmetology & Hairdressing

美容美发

Pretty Beauty Health Spa	226
汕头唯美伊人养生美容馆	
IL SALONE	232
IL SALONE 美发店	

Best Cuts and Colours	236
Best Cuts and Colours 美发店	
M'z Hair Design	242
M'z Hair Design 美发店	

Others

其他

Hao Jing Leisure	248
汕头豪景休闲会所	
Qinglan Peninsula Club	254
清澜半岛会所	
Casa VB Store	262
Casa VB 生活专卖店	
MUJI to GO Shop in Venice	268
威尼斯无印良品	
Doctor Manzana	272
Doctor Manzana 品牌空间	
Whites Dispensary	276
白色药房	
Masters Craft Palace Hotel Tokyo	282
巧匠工艺品店	

Aleybo Flagship Store	286
Aleybo 厨具用品旗舰店	
Farm Direct	292
Farm Direct 概念店	
Retail Design Kabel Deutschland	296
Kabel Deutschland 电缆零售店	
SPAR Flagship Store	300
SPAR 旗舰店	
McIntosh AV Galleria	308
麦景图影音艺廊	
O ₂ Live Concept Store	314
O ₂ 生活概念店	

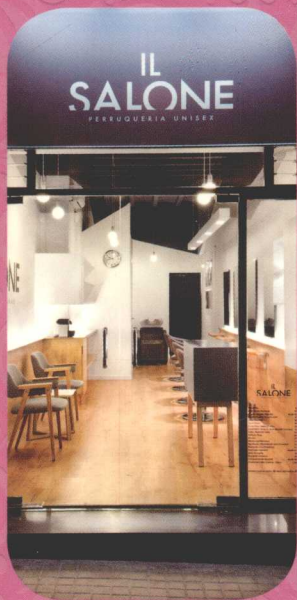
深圳市海阅通文化传播有限公司 主编

塑造商铺之王

购物篇

Molding King of Shop: Commercial Design 商业店面设计

LOGO 创意 / 门头外立面 / 室内陈设



凤凰科学技术出版社



深圳市海阅通文化传播有限公司 主编

塑造商铺之王

Molding King of Shop: Commercial Design 商业店面设计

购物篇

江苏凤凰科学技术出版社



A site is just like a stage, which bears the development of the plot even though it can never be a role in any drama. However, actors get identities here while items gain significance, without stage, drama might be meaningless. So is shopping, it is not just a satisfaction on aesthetic needs and usage requirements, but more than stimulating personal desire to buy; it is more like a symbol of social identity and status.

Seemingly simple but actually complicate, consumption activity could be deepened a bit further. Even buying a same item, the significance of this item and the social status are much different in different sites. Each site has an accurate social identity with certain consumers, so the goods selling helps to deepen the self-reorganization and social identity. This is the key function of modern consumption market.

In that case, shopping sites are not pedlar's markets, but a certain place needs some kind of atmosphere to attract and appeal the consumers. In this site, consumers could find goods they need and feel the atmosphere to fit them, to handle their social status and search for social groups just like themselves. Entering this site, a consumer can explore or play his own role, and interpret a drama of certain stage of his life with others. This makes the site be more than a shopping site, but a site to create and exchange roles in the society instead.

Such a site is required to be high-end and gorgeous, and also aesthetic—being different from the flashy marketplace. A real atmosphere with a strong sense of aesthetics is called for, to be an accumulation of culture and key context for consumers to identify their identification. As a result, designs for those sites must be real designs instead of sticking to combination of luxury materials and inertia of thinking.

This book takes shopping sites as the theme, which fits modern consumption culture. What is more important, design for shopping sites must develop rapidly with the development of economy growth in our country. That is why we need to work hard and promote our design skills, to meet the need of overall industrial transformation in China.

Trendy Clothing

LIU·JO Store in Singapore 新加坡璠久女装专卖店	008
Levis Icon Store Buttenheim 李维斯布滕海姆潮流时尚店	014
And A Kawasaki 川崎 And A 服装店	020
Appriva Shop Appriva 概念店	024
American Rag Cie Nagoya ARC 名古屋 服装店	028
Engelbert Strauss Work-wear Store 恩格尔贝特·施特劳斯工作服专卖店	034
Bulur Textile Moscow Shop 莫斯科布卢尔纺织服装店	040
Dikeni Men's Wear Boutique 迪柯尼男装专卖店	044
PUMA Brand Store, Osaka 大阪彪马旗舰店	052
L'Aurora Multi-brand Boutique L'Aurora 高级时装店	058
Inhabitant Store Tokyo Inhabitan 品牌东京旗舰店	064
MaxMara Hong Kong Central 麦丝玛拉香港旗舰店	070
La Koradior 珂莱蒂尔时装专卖店	074
Laurèl Flagship Store Hamburg 汉堡萝丽儿旗舰店	080
LIU·JO Collection Milan 米兰璠久精品女装店	084

Shoe & Luggage

Cat Bag 猫猫包潮流店	172
Apple & Pie Children-shoe Boutique apple & pie 童鞋专卖店	176
Les Malles Moynat Les Malles Moynat 箱包店	182

潮流服装

Degaje Showroom Degaje 服装展厅	090
Brooks Brothers Fashion Boutique 布克兄弟高级服装店	096
Zara Rome 罗马 Zara 概念店	102
Classic Precipitated Luxury – Giuseppe Custom Professional Service Center 经典沉淀的奢华——乔治白职业服高端定制	110
BUBIES Lingerie Flagship BUBIES 内衣旗舰店	116
Ecko Unltd 犀牛服饰	124
Hanna Trachten Flagship Store in Vienna Hanna Trachten 维也纳旗舰店	130
MASH Flagship Store in Beijing MASH 北京旗舰店	136
MUJI Shop in Milan 米兰无印良品	142
Ora Creation Store Ora Creation 概念店	148
Karl Lagerfeld Store, Paris 卡尔·拉格菲尔德巴黎概念店	156
Hemu Brand Store 荷木服装品牌专卖店	160
Ocean For in Huizhou 惠州四海名店	166

鞋、箱包

Vintage Star – Jessica Simpson Collection 复古之星——杰西卡·辛普森品牌店	186
Munich Flagship Store Barcelona 巴塞罗那慕尼黑旗舰店	188



Jewel

珠宝

Wellendorff Jewellery Boutique	196
华洛芙高级珠宝店	
Hirsh Jewelry Boutique, London	200
伦敦赫什珠宝精品店	
Dinh Van Jewellery Boutique	208
Dinh Van 珠宝精品店	
Leo Pizzo Boutique Milan	212
米兰利奥皮佐精品店	
Valuable Flagship Store, Suzhou	216
万宝缘银楼苏州旗舰店	

Cosmetology & Hairdressing

美容美发

Pretty Beauty Health Spa	226
汕头唯美伊人养生美容馆	
IL SALONE	232
IL SALONE 美发店	

Best Cuts and Colours	236
Best Cuts and Colours 美发店	
M'z Hair Design	242
M'z Hair Design 美发店	

Others

其他

Hao Jing Leisure	248
汕头豪景休闲会所	
Qinglan Peninsula Club	254
清澜半岛会所	
Casa VB Store	262
Casa VB 生活专卖店	
MUJI to GO Shop in Venice	268
威尼斯无印良品	
Doctor Manzana	272
Doctor Manzana 品牌空间	
Whites Dispensary	276
白色药房	
Masters Craft Palace Hotel Tokyo	282
巧匠工艺品店	

Aleybo Flagship Store	286
Aleybo 厨具用品旗舰店	
Farm Direct	292
Farm Direct 概念店	
Retail Design Kabel Deutschland	296
Kabel Deutschland 电缆零售店	
SPAR Flagship Store	300
SPAR 旗舰店	
McIntosh AV Galleria	308
麦景图影音艺廊	
O ₂ Live Concept Store	314
O ₂ 生活概念店	



款款服饰邀人赏

Various clothing longing for your
admiration

绮丽华服，淡雅素裹，总是随着人的一举一动呈现不同的风情，
灵动、随意、雅致、雍容还是云淡风轻，在这方寸间，自有安排。

Gorgeous costumes, elegant and simple dresses always
give different feelings according to each move and
act of the dressers. Even in such a small space, you
can feel its brightness, causality, elegance and
gentleness.







LIU·JO Store in Singapore

新加坡溜久女装专卖店

Design agency : Studio Fabio Caselli Design

Location : Singapore

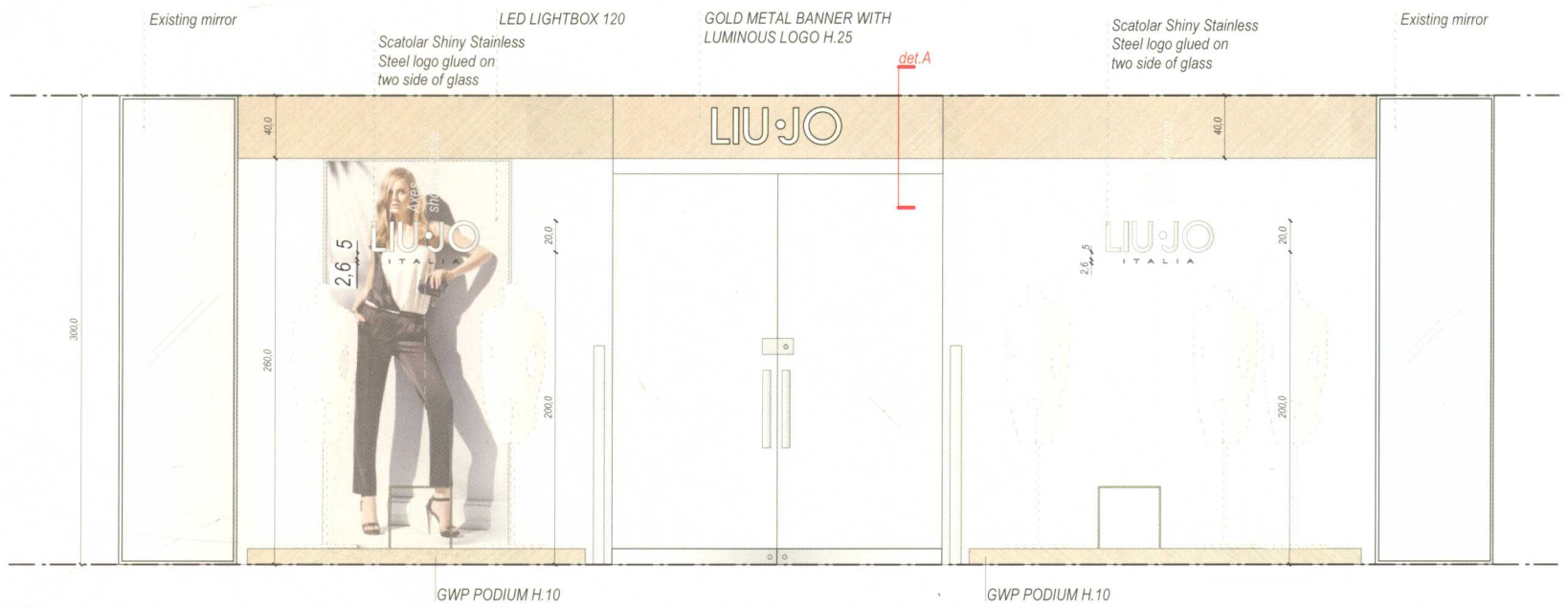
设计单位 : Fabio Caselli 设计事务所

项目地点 : 新加坡



LIU·JO's new retail shop was located in Singapore's prestigious WISMA ATRIA Mall. The store's realization by Studio Fabio Caselli Design follows the Gold Concept's guiding principles of a harmonious combination of materials and space in order to represent its central concepts: Luxury and Made in Italy. Brightness, transparency, and precious materials are combined to create a space that is extremely feminine and enveloping. A combination of gold and steel is employed as the decorations for the walls, columns and counters. The store's focal point is a semi-transparent screen, made of alternating cream and gold strips on steel structure, which divides and defines the surrounding space. Light is the fundamental element which binds and enhances all other elements employed in the Gold Concept, and on which great attention is placed in order to create a soft atmospheres that will draw the customers' attention and spark their curiosity.



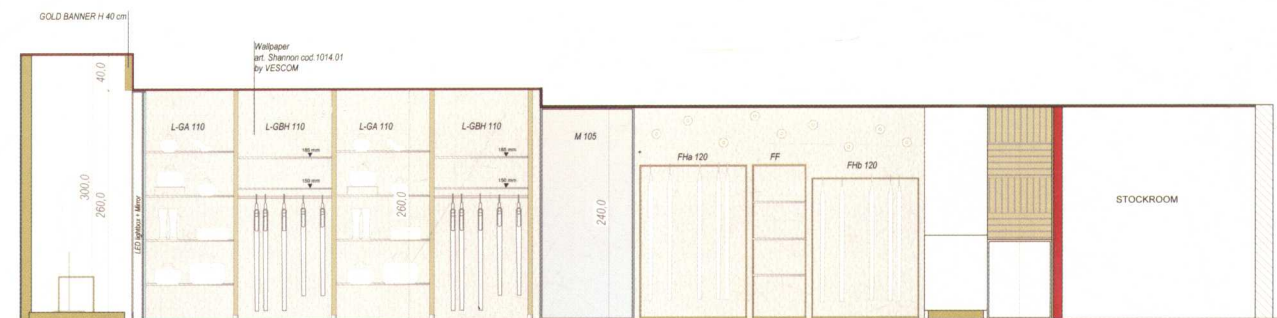


Elevation 1 立面图 1

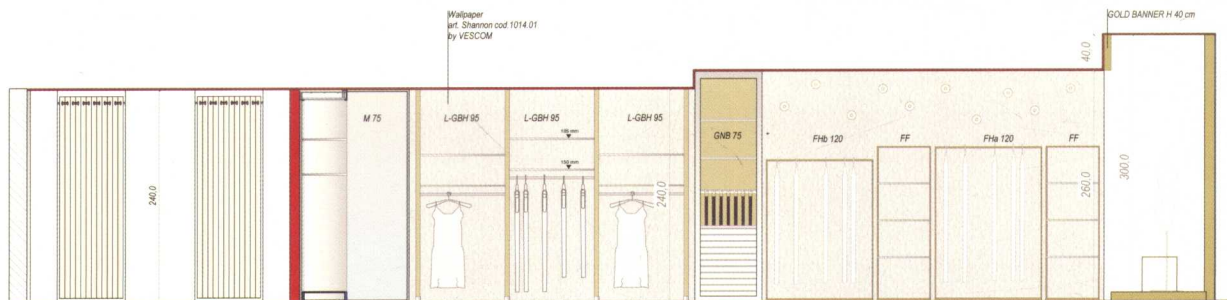
璠久品牌新的零售店位于新加坡著名的威士马广场购物中心。由 Fabio Caselli 设计事务所设计的商店实现了黄金概念的指导原则，材料与空间和谐融合，以表达其核心概念：豪华和意大利制造。亮度、透明度和珍贵的材料相结合，创造出一个非常女性化和充满围合感的空间。

钛金不锈钢用作店内展示架、展示台和整体空间的装饰品。店面中间由钛金色镜面不锈钢方管组成的隔离空间墙极具艺术设计感，也将相邻近的空间分隔开来。灯光的运用有效地强化了其他金属元素的设计概念，并为空间营造了柔美的氛围，吸引过路人的目光，激起他们进店一观虚实的好奇心。





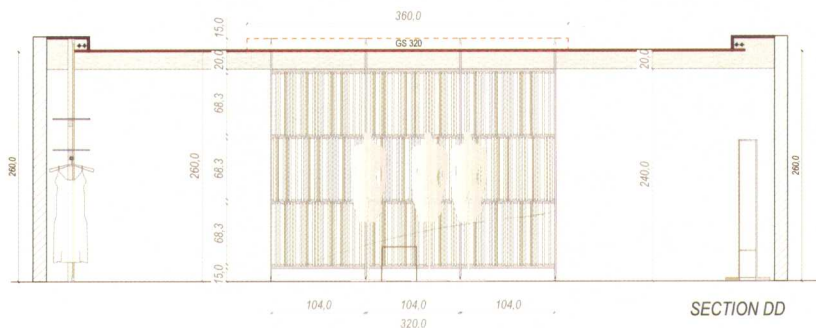
SECTION AA



SECTION BB



SECTION CC



SECTION DD



