



BUSINESS STORE DESIGN

商业店铺设计 [购物篇]

深圳市海阅通文化传播有限公司 主编



中国建筑工业出版社

BUSINESS STORE DESIGN

商业店铺设计 [购物篇]

深圳市海阅通文化传播有限公司 主编

中国建筑工业出版社

图书在版编目 (CIP) 数据

商业店铺设计 [购物篇] / 深圳市海阅通文化传播有限
公司主编. — 北京: 中国建筑工业出版社, 2015.2
ISBN 978-7-112-17751-6

I. ①商… II. ①深… III. ①商业—服务建筑—
室内装饰设计—世界—图集 IV. ①TU247-64

中国版本图书馆CIP数据核字(2015)第027091号

责任编辑: 费海玲 张幼平 王雁宾

责任校对: 李美娜 赵 颖

装帧设计: 龙萍萍

采 编: 刘太春

商业店铺设计 [购物篇]

深圳市海阅通文化传播有限公司 主编

*

中国建筑工业出版社出版、发行 (北京西郊百万庄)

各地新华书店、建筑书店经销

深圳市海阅通文化传播有限公司制版

北京方嘉彩色印刷有限责任公司印刷

*

开本: 880×1230 毫米 1/16 印张: 6 $\frac{3}{4}$ 字数: 216 千字

2015 年 9 月第一版 2015 年 9 月第一次印刷

定价: 48.00 元

ISBN 978-7-112-17751-6

(27023)

版权所有 翻印必究

如有印装质量问题, 可寄本社退换

(邮政编码 100037)

BUSINESS STORE DESIGN

商业店铺设计 [购物篇]

深圳市海阅通文化传播有限公司 主编

中国建筑工业出版社



前言

preface

Shopping space commonly provides goods we need and works as a displaying space of goods, but is also a symbolic of social statue and identity. People always searches for the atmosphere suit for him and create his own aura while looking for goods he needed. Just like the backstage, they make themselves up to match the role they are going to play, then singing their own songs and dancing their own dances, acting their own stories.

Designs for shopping spaces is a passage connecting the backstage and forestage, people can get suitable items for them to dress up like the one they wish to be, and satisfy their daily requirements.

In this book, there are plenty of featured shopping stores from different areas in the world, including those stores selling clothing, furnishing, jewelry, and some others. They found their own position in this book and showed their functions among the computational society. This would be a visual feast and material temptation to the ones read this book.

Senior designer & Commentator Wang Yingchao

购物空间，除了为人们提供所需要的商品之外，还是商品的展示空间，也是人们社会身份与地位的象征。在这里，人们期待着属于自己的商品，同时也在空间中寻找适合自己的那种氛围，也在营造着自己的气场。犹如一个后台，人们在这里点缀自己，扮演着自己的角色，然后在人生的舞台上吟唱着自己的歌曲，演绎着自己的故事。

购物空间的店面设计，就像是后台到舞台的通道，人们从此进入找寻着适合自己的道具，从这里出去成为自己希望的那个角色，满足自己的追求。

本书介绍了来自世界各地的特色商铺，囊括了服装、家居、珠宝等各式各类购物空间，也是让它找到自己的角色，把它在消费社会中的意义展示出来，向读者呈现出视觉的享受和物质的诱惑。

资深设计师兼评论员 王颖超

目录 contents

[购物篇]

服装 鞋帽 *Clothing shoes and hats*

- 04 My Panda Ikebukuro PARCO
My Panda 池袋服装店
- 06 Sports Authority——Mark Is Minato Mirai
“Mark Is 潜湾未来” Sports Authority 概念店
- 08 Baby Walz Exhibition
贝沃兹母婴品牌展示厅
- 12 Giuseppe Men's Store
乔治白男装专卖店
- 14 Vigoss Design Studio
VIGOSS 服装店
- 18 Pilar Vidal Shop
皮拉尔·维达服装店
- 22 Vince Camuto Grand Central Terminal
文斯·卡莫多中央火车站店
- 24 The Flagship Store of Brioni in Frankfurt
Brioni 法兰克福旗舰店
- 26 Glassons
Glassons 女装专卖店
- 30 Scrapbook-Jeansis
时尚品牌店
- 34 Jaeger Store
耶格服饰专卖店
- 40 Qela Store
Qela 品牌店
- 44 PLEATS PLEASE+BAO BAO ISSEY MIYAKE Narita Airport
三宅褶皱+三宅一生 BAOBAO 成田机场品牌店
- 48 Issey Miyake
三宅一生专卖店
- 52 Mynt Store
Mynt 旗舰店
- 54 Camper Together
Camper Together 品牌鞋店
- 56 Skagen Store
斯卡恩时尚品牌店
- 62 Par La Roy Fashion Boutique
Par La Roy 时尚精品店
- 66 Harrolds Flagship
哈罗德旗舰店
- 68 Zhuang Zi Store
庄姿服饰

家居 *Household*

- 70 More&less Furniture Shanghai M50 store
多少家具上海 M50 本店
- 74 Ming Gu Yuan Gold Phoebe Furniture Chamber
茗古园——金丝楠木汇馆

美发 美甲 *Salon manicure*

- 78 Corleone Solon
柯里昂美发店
- 80 Olin Salon
欧灵造型
- 82 Aquira Hair Salon
Aquira 美发沙龙
- 84 Fit Hair Salon
Fit 美发沙龙

珠宝首饰 *Jewelry*

- 86 Premiera, Bangkok, Thailand
曼谷 Premiera 珠宝专卖店
- 90 Link Jewelry Store Concept
Link 珠宝概念店

其他 *The others*

- 92 Media Arts Library Cafe
图书馆式休闲吧—日本文化厅媒体艺术祭
- 96 Primera
芙莉美娜化妆品专卖店
- 98 Fish-man Tea Shop
淘海人茶货铺
- 100 AER Telecom Store
爱施德 AER 通信概念零售店
- 104 Yan Ji You Book Store
北京言几又书店

My Panda Ikebukuro PARCO

My Panda 池袋服装店



Design agency: TORAFU ARCHITECTS

设计单位：TORAFU 建筑设计事务所

Location: Ikebukuro, Tokyo, Japan

项目地点：日本东京池袋

Area: 36.58 m²

项目面积：36.58 m²

Photography: Takumi Ota

摄影：太田拓実

We performed the interior design for the Ikebukuro Parco store of the new fashion brand "my panda" centered on a "two-tones" theme. Being the second store to open after the first Shibuya Parco store, we were tasked with improving brand awareness while providing furniture and fixtures for a limited-time only shop that could be put to contribution in future iterations.

Since the location is next to the 1st floor entrance to Parco's main building which is directly linked to the East exit of the JR Ikebukuro station, we thought of appealing to commuters by two-tone painting the walls blue and white to tighten the space and by placing the giant panda logo around a pillar as in the Shibuya

store. A semicircular shape was cut out from the legs of the birch plywood furniture and fixtures, such as hanger racks, tables and mirrors, and only the lower parts were painted in black to give it the cuteness factor associated with animals by making it look like a panda. The dimensions of the knock-down furniture and fixtures were established so that they may all fit in the company car in anticipation of a temporary installation at a different location and so that they may be easily assembled and disassembled by the female staff. By designing furniture and fixtures in continuity with the brand concept, we strived to create a limited-time only shop with a consistent world view.





日本 TORAFU 建筑设计事务所为新的时尚品牌 My Panda 设计了位于池袋 PARCO 大楼的零售店。My Panda 池袋服装店是继涩谷店之后的第二家零售店，以简约双色搭配为基调，希望通过店面的家具和装修来提升其品牌意识，而 TORAFU 建筑设计事务所将这些都一一体现在了室内设计中。考虑到服装店位于 PARCO 大楼主楼一楼的入口处，靠近池袋车站的东边出口，为了吸引过往上班族的目光，设计师们将墙面刷成蓝白两色，并把大熊猫的 logo 画在柱子上。桦木胶合板的展柜、衣架还有镜子等的底部被挖出一个半圆的形状，在最底部的地方用黑色漆刷成熊猫后腿的样子，增添了几分动物的可爱和趣味。商店里的家具都是可拆卸的，且它们有固定尺寸，以便于装车 and 临时装卸，即使是店里的女员工，装卸起来也并不费力。



Sports Authority – Mark Is Minato Mirai



“Mark Is 港湾未来” Sports Authority 概念店

Design agency: TORAFU ARCHITECTS

设计单位：TORAFU 建筑设计事务所

Location: Minatomirai Kanagawa, Japan

项目地点：日本神奈川

Area: 378.3 m²

项目面积：378.3 m²

Photography: Daici Ano

摄影：阿野太一

We established a concept shop within the Sports Authority located in the Mark Is Minato Mirai mega shopping mall.

Built around the theme of running and basketball, approximately half the store is dedicated to Nike products while the other half offers a selection from a number of other brands. We were tasked with creating a select shop carrying various brands while providing a clear spatial separation between Nike products and other brands, and incorporating a sporty atmosphere. The store is divided in two areas by a large gate, with Nike products at the back and other miscellaneous brands near the entrance. The spatial structure of the store was converted in order to shift the scenery. The gate progressively frames and enhances each area and the store as a whole amid a lively environment. The flooring, walls and fixtures are made from elements found in the sports field. We incorporated the essence of sports into the shop with such elements as field-and-track rubber chip flooring material and track lines, cemented excelsior boards, such as those found in sports arenas, and furnishings like a bench press, etc. While sharing the same materials, a different color palette was used in the Nike area to distinguish it from the other brands. Even if the two areas are clearly demarcated, the overlapping fixtures and track lines give both areas a sense of unity as a single shop.

Sports Authority 概念店位于日本横滨“Mark Is 港湾未来”大型商业区。

围绕跑步和篮球的运动主题，店里一半的商品都来自 Nike，除此之外，其他品牌的服装和跑鞋也有不少。按照业主的要求，设计师将室内空间分成两个区，后面的区域专门摆放 Nike 的产品，靠近入口的区域则用来放置其他品牌的产品。两区中间用一道大门隔开，既有区分又相互连通，并通过室内设计，将概念店打造成一个具有运动气质的空间。设计师还将运动场上的一些元素运用到店内的地板、墙面和家具中，如画成跑道的地板，形象的跑道线和水泥地面足以以假乱真；还有运动用的卧推凳，真实得让人恍如正在上一节体育课。店内的两个区域都用了相同的材料，但为了区分，两区的色调各有不同。尽管如此，同样的家具陈设和相连的跑道线，又将两个分区合二为一。

SPORTS AUTHORITY





Baby Walz Exhibition

贝沃兹母婴品牌展示厅



Design agency: Shanghai Window Design

Designer: Cheryl Lee

Location: Wenzhou, Zhejiang

Area: 560 m²

设计单位：上海尚窗室内设计有限公司

设计师：李秀儿

项目地点：浙江省温州市

项目面积：560 m²

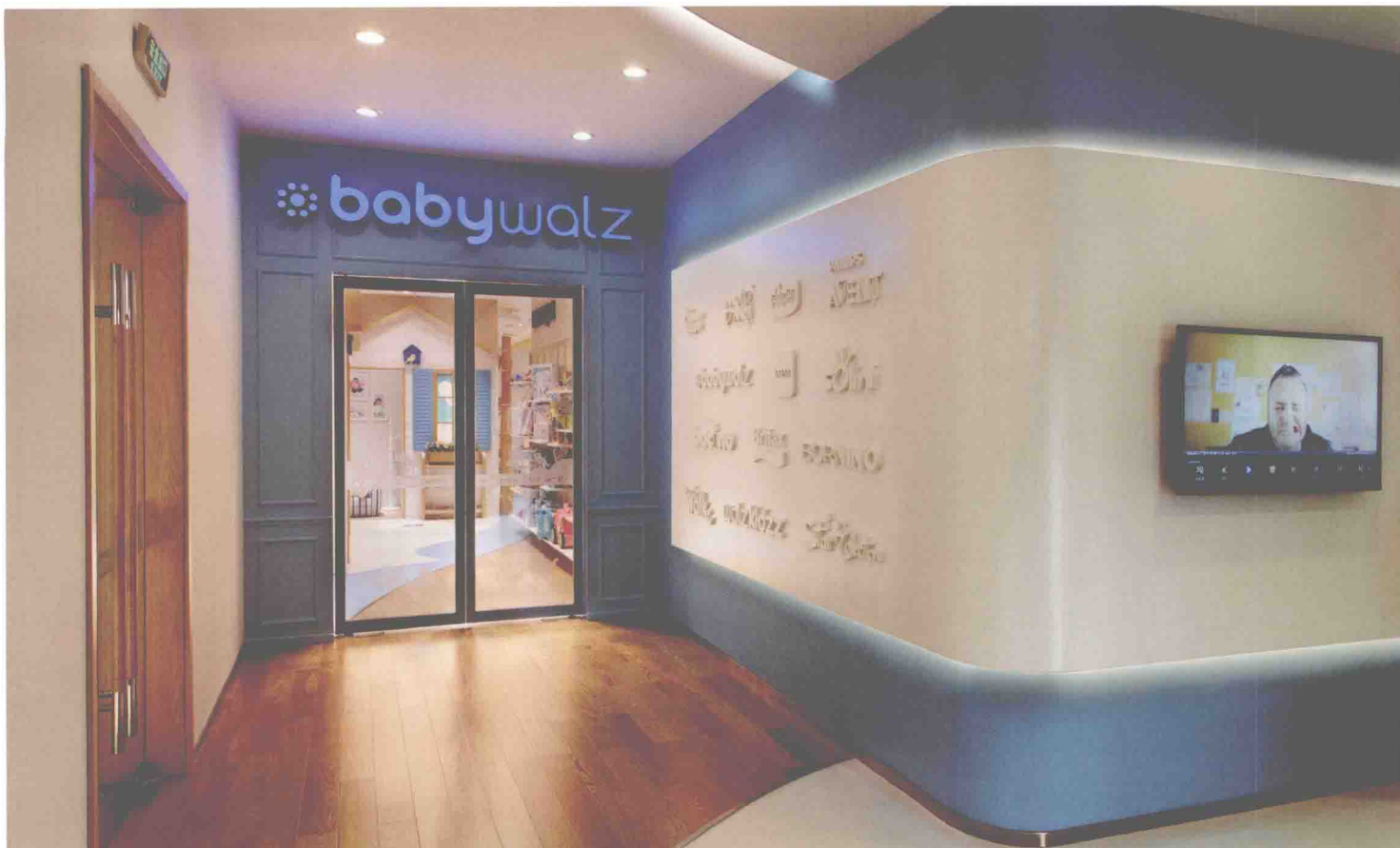
Babywalz is a brand of maternal and infant supplies with rich categories. In order to know the culture of this brand better and to be inspired, designer looked into the website and product catalogs, and find out elements like birds, clouds, hills and mushrooms are frequently used. It occur to designer to draw a fantasizing fairy-tale picture with the brand color—Sapphire, which was finally adopted.

The surface of the ground floor is small, so it was designed into comprehensive exhibition area. There are ropes between trees to hang baby clothes, small mushrooms and colorful stones made by clothing are scattered around the paths

while lovely clouds are flowing on the sky, all these elements made up an ease and comfortable atmosphere and also interpreted the products. The first are on upper floor is designed into a nest, solving the predicament caused by narrow entrance and huge walls by building a small house with fantastic and fairy look.

The overall planning adopts color as a tool to zone each area, being independent but could blend. Sapphire and white are the main colors, while each zone has a specific color with the same lightness and purity, creating a naiveté space. At last, each two zones are linked by intermediate colors.



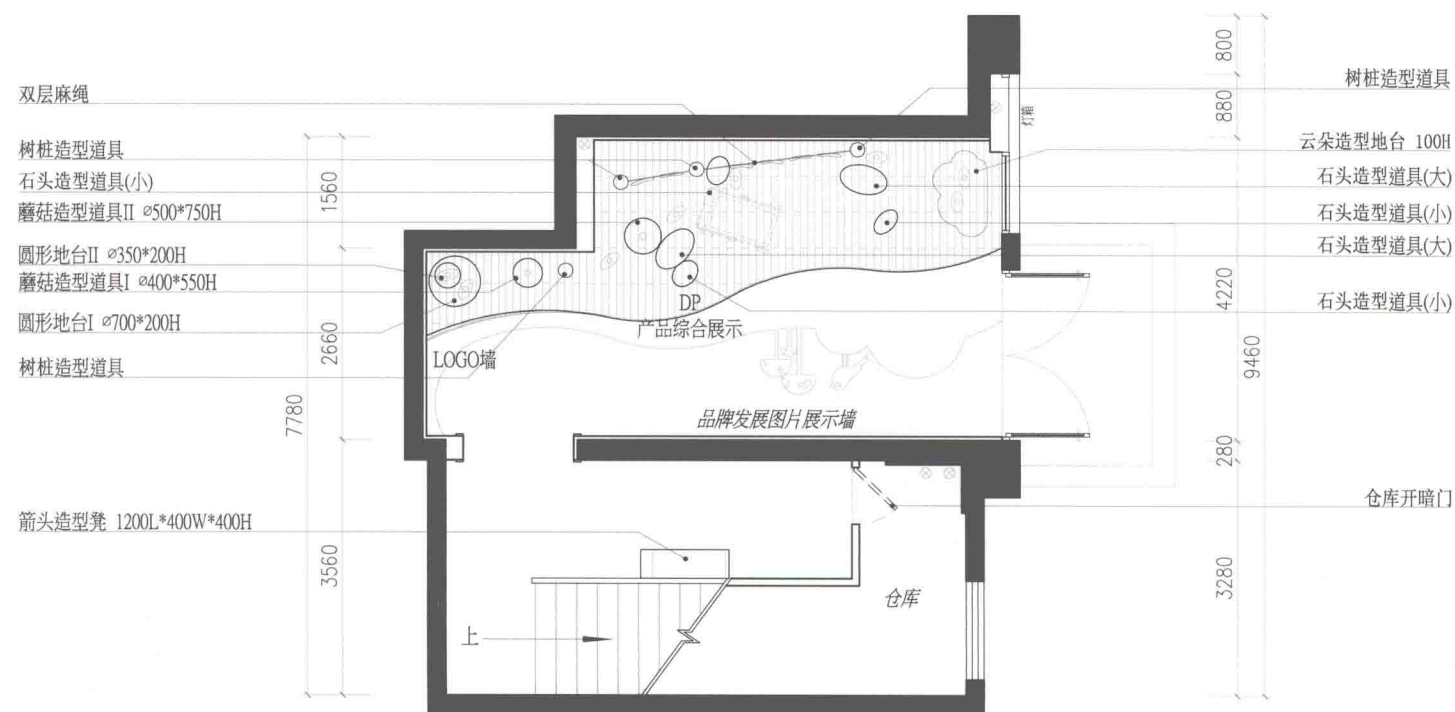


贝沃兹是一个产品类别丰富的母婴品牌。设计师从官网和产品目录手册中了解品牌文化和汲取灵感，惊喜地找到小鸟、云、山丘和蘑菇元素，以及品牌色—粉蓝，马上联想到一幅幅梦幻的童趣画面，灵感浮现，很快就确定把梦幻的情景化设计作为整体概念。

原建筑一楼面积小，被设计成综合展示区。一棵树与树间的绳子上晾晒着宝宝衣服，路边上有很多布艺小蘑菇和彩色的小石头，天上飘着可爱的云朵，惬意而亲切的氛围，引人入胜，又将主要产品线都展示出来。二楼展厅第一

区域，设计师将其设计成小鸟的家，小房子的结构巧妙化解狭窄入口和超大结构墙堵在入口的窘境，带来童话般的梦幻感。

整体规划上，设计师用色彩作区分，每个区域之间既能独立又能融合。首先选择粉蓝色和云朵的白色作为贯穿整体的基色，再把每个大区域赋予一个主色，每个颜色都是统一明度与纯度，都有天真烂漫的感觉，每个区域之间又用一个关联色相互融合。



一层平面布置图



Giuseppe Men's Store

乔治白男装专卖店



Design agency: Shanghai Window Design

设计单位：上海尚窗室内设计有限公司

Designer: Cheryl Lee

设计师：李秀儿

Location: Wenzhou, Zhejiang

项目地点：浙江省温州市

Area: 268 m²

项目面积：268 m²

Photography: Rocky Wang

摄影：Rocky Wang

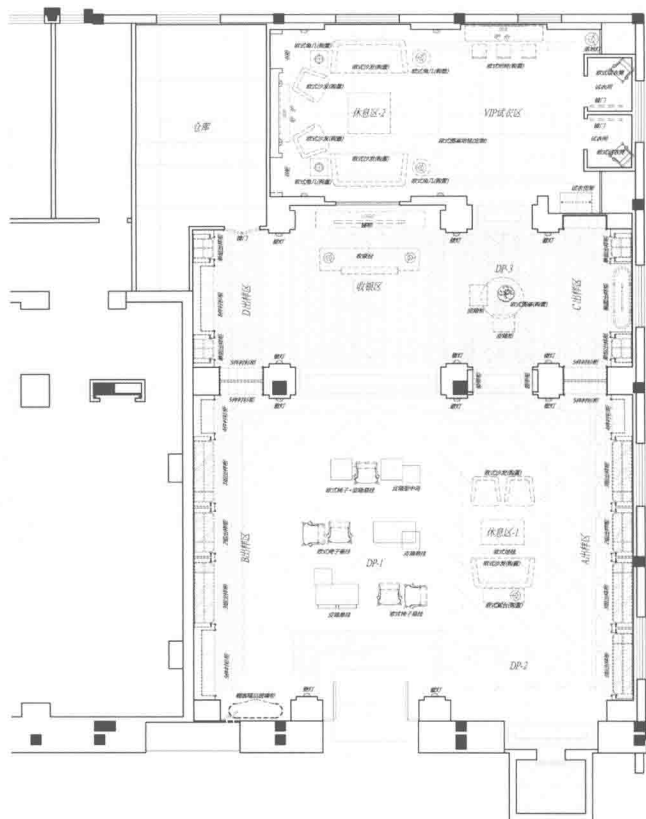
This case is designed for Giuseppe Men's store, which is a historic brand. This is an European brand focus on the suits, thus European classic style fits to interpret the culture of suits and highlight the Italian characters of this brand.

Space layout is designed into propelling ways, changing the asymmetric space into symmetric space while arched door functions as a transition. There are three regions: sales area in the first region; checkout area in the second area which is also a sales area; the third area is a fitting area appears like a living hall in European buildings,

being private like a VIP.

Classic European materials are used in this case, including carved cherry wood, yellow marbles and gypsum and so on. Wood seems to be simple, but the decorations and installations are great, such as cabinet made by leathers, specially designed marble patterns, textured glasses, custom made carpets with particular colors and patterns, all these make up a gorgeous space.





平面图

本案是乔治白男装品牌专卖店，品牌具有悠久的历史。该品牌产品以正装为主，正装西服来自欧洲，欧式经典能很好地诠释西服的文化，并突出品牌来自意大利的出身。

空间布局采用递进式设计，把并不对称的空间规划成对称空间，用拱形门作为递进空间的过渡点。第一区域最大，作为卖场区，第二区域为收银区，同

时也是卖场区，第三区域为试衣区，设计成欧洲家庭客厅式，私密而体现贵宾感受。

在选材上，采用欧式经典的材料，樱桃木线条及雕花、米黄色系大理石、石膏线条等，木材虽简单，但是辅材与软装却丰富，有真皮制做的皮箱柜、特别设计的大理石地花、肌理玻璃、色彩与花型独特的定制地毯等。



Vigoss Design Studio

VIGOSS 服装店



Design agency: Zemberek Design Office

设计单位：Zemberek 设计事务所

Designer : Başak Emrence, Şafak

设计师：赛法克·艾伦斯、巴塞克·艾

Emrence, Başak Bakkaloğlu

伦斯、巴塞克·巴克卡尔奥卢

Location: Istanbul, Turkey

项目地点：土耳其、伊斯坦布尔

Area: 500 m²

项目面积：500 m²

Photography: Şafak Emrence

摄影：赛法克·艾伦斯

The demand was creating a perception of "non-belonging" in the space, to highlight the difference between existing function and the new one, also maintaining the balance, between using the attractive and colorful interior workspace as a showcase and preserving the privacy of the designers. Another demand that shapes the concept was a multi-functional area which serves as a design office and a showroom.

Architectural team aimed to meet all demands with a single shell. The shell is: 1, creating a sense of "dissimilarity" by its form which is contrary to the form of existing spaces; 2, developing a perception of "addition" to the former function of the area; 3, providing the connection with existing spaces and its users by a permeable layer; 4,

serving both as a separation and display, continuing around the office area.

By the permeable feature of shell, division between inner and outer spaces becomes indistinct, in addition, continuity of connection with existing spaces and its users is ensured. Form of the cnc slabs, offers variable visibility levels of inside, to users walking around the shell, thus brings controlled privacy to the users inside. With shadows generated by lighting pass through the slabs, the shell also creates a visual value for the surroundings.

In accordance to the concept of the shell, working space is designed as a monolith form, on the purpose of creating a perception in terms of "integrity". Designer's desk is formed as a massive concrete plate in the middle, supported by columns.

