





# 上海顶级商业空间

尚慧芳

编

Shanghai

Commercial Space

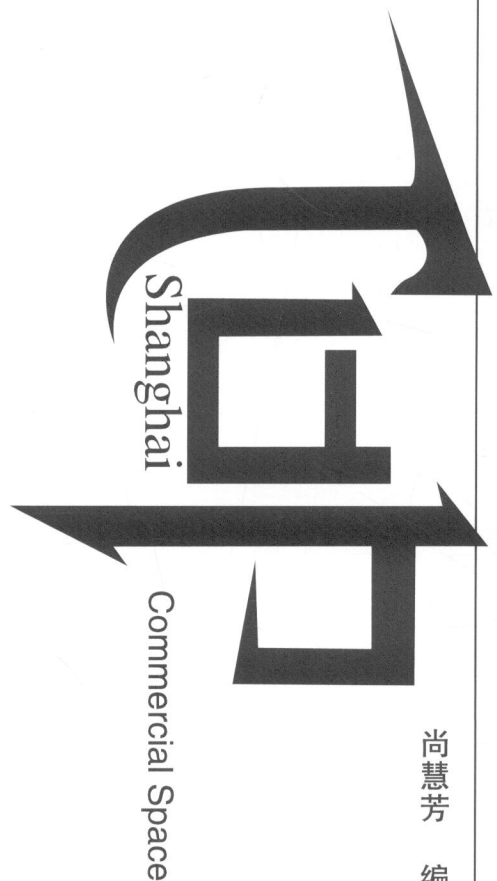
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# 序言 Preface

In the progress of gathering materials for the book, someone asked me about the criterion of selecting the 16 cases. My answer was “design”. That was it, very simple. The “Shanghai Top Commercial Space” cares about “design” for sure: why, how and what to design?

Designers can never follow their inclinations like pure artists. The limitation of subject matter and fund and the liking of customers will become obstacles. It is said that the designers' works have only fulfilled other people's wishes and realized other people's ideal. It sounds reasonable. However, in fact, most designers are fanatical idealists. They are persistent and sometimes stubborn to produce perfect products in their own minds, so they try their best to struggle with all hindrances. Due to their insistence, there are so many rich and charming designs coming to our lives.

In Shanghai, business has developed for quite a while and will continue at a fast pace. Almost every day, the busiest sectors, like Nanjing Road, Huaihai Road and Xin Tian Di, see new fashion shops open one after another, one is more beautiful and attractive than another. From everywhere, people come to these places for shopping, relaxing and looking for fun. In the commercial times, vogue-chase people are not satisfied with watching beautiful commodities as bystanders, but wish to join in and become one part of the commercial show until they find recognition to match themselves.

Boutique design needs careful plan, including commodities, props, space, lighting, smell and temperature. Also designers need to make sure that even the tiniest detail can deliver clear information and emotional recognition. At this moment, shop is not only shop. Sale becomes a drama full of fine experience, and potential buyers are the leading roles that the drama is looking for. The designers, taking up commercial interior design, must have a naturally born sensitivity to the latest trend in commodities, markets and customers, and must catch every single change. Based on balancing cognitive and surprising elements, the designers then can create fashion or make another fresh start.

The book includes 16 cases, which are successful works representing the new developed direction of commercial interior designs. The boutique cases cover various fields and ages, from Chinese flagship shops of international famous brands to newly born brands with fast recognition, from formal dress boutiques to casual clothes shops, from brands for youngsters of E-times to some popular brands for middle-aged women.

All the 16 cases include skilled and mature works by international famous designers, and works full of passion and individuality by novel designers. The common point they share is “design”, which expresses creativity, delivers emotion and touches customers.

在策划这本书的过程中有人问我选择作品的标准是什么，为什么选了这16个案例而不是别的？我的回答是“设计”。没错，就是这么简单，《上海顶级商业空间》所关注的当然是“设计”：为何设计、如何设计、设计什么？

设计是不自由的，设计师永远无法像纯粹的艺术那样随心所欲，题材的限制、资金的束缚，甚至甲方的喜好都会成为设计师创作之路上的绊脚石。因此，有人说设计师的作品完成的是他人的愿望，实现的是他人的理想，想想也挺有道理。但事实是，设计师大多是狂热的理想主义者，执着甚至顽固地渴望着将自己心目中最完美的事物呈现出来，并为此竭尽全力地同一切阻力抗争。正是因为他们的坚持，生活中才有如此丰富多变、魅力四射的动人形象。

在上海，商业的蓬勃发展已经经历了一段时间，而且还在加速发展。南京路、淮海路、新天地等繁华地带，几乎每天都能看到新的时尚服装专卖店开出来，一家比一家漂亮，一家比一家招人喜爱。人们从四面八方潮水般涌到这些地方，购物、休息、寻找快乐……。在这个无处不商业的时代，追逐时尚的人们不再满足于看到商店中被摆布得美轮美奂、高高在上的商品，不再甘心充当心怀羡慕的旁观者角色，而是衷心希望加入进去，成为商业演出的一部分，直至找到与自身相匹配的认同感。

商店设计需要精心策划，商品、道具、空间、灯光、气味、温度……都需要精心安排，保证每个最微小的细节都能够传递明确的信息和情感上的认同。此时此刻，商店不再只是商店，商品的销售转变成充满细腻体验的一幕剧，而潜在的顾客是这幕剧所寻找的主角。从事商业空间设计的设计师们，必须对商品、市场和顾客期望的最新趋势有一种天生的敏感，能够捕获每一点细小的变化，平衡认知因素和惊奇因素，据此创造时尚或者另辟蹊径。

本书选择的16个案例，正是在商业空间设计新的发展方向中脱颖而出的成功作品。这些时尚服装店的跨度很广，几乎涉及了各种领域和不同的年龄段。其中既有国际知名品牌的中国旗舰店，也有诞生不久但迅速获得认同的品牌专卖店；既有适合工作时穿着的正装专卖店，也有休闲装专卖店；既有广受大众欢迎的潮流化品牌专卖店，也有注重创意、极富个性的小众品牌专卖店；既有深受e时代年轻人追捧的品牌专卖店，也有被中老年女性所喜爱的品牌专卖店……

林林总总这16个设计案例，既不乏国际知名设计师娴熟老辣、成熟内敛的设计作品，也有新锐设计师充满激情、性格张扬的设计作品。它们共同的特点是“设计”，表达创意，传递情感，感染顾客。

尚慧芳

2006年4月19日于上海



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Ferrari 上海新天地旗舰店由意大利新锐设计师 Massimo Losa Ghini 设计。商店占据一栋独立建筑的两层楼面，其中底层被一条过道从中间切断，这本是个先天不足，不过却被设计师巧妙地以灵活多变的空间充分利用了，令上上下下之间有着那么点令人迷惑的乐趣。

传递赛车场上的激情是空间设计的主题，为了实现这一目标，视觉、听觉、触觉等各种感官体验都被设计师整合。红色理所当然地成为空间绝对的主色调，整个商店像一团燃烧的火焰，点燃光顾者的热情；大量运用的流线型造型取自法拉利赛车和房车潇洒流畅的车身线条，触发人们对速度的渴望；耳边传来的法拉利赛车的轰鸣声和 LED 显示屏不停播放的赛车片断，将顾客瞬间带入激情澎湃的赛车现场。

商店 700m<sup>2</sup> 的空间分为 Luxury Area (尊贵华美区)、GT Area (品质生活区)、Fans Area (大众车迷区)、Kids Area (童心童真区) 四大购物区和一个 Ferrari Cafe。设计师精心打造了各区域的独特风格：Fans

Area 选用铝柱墙身，塑造高技派的形象；Luxury Area 采用高品质、高格调的陈列架和玻璃橱窗，并配以真皮墙身，营造出高雅华贵的购物氛围；明亮的黄色出现在 Kids Area，再加上可以亲身体验的游乐空间，有着轻松可爱的童趣；Ferrari Cafe 贯穿两层，悬挂于二层的法拉利赛车框架模型在一层的吧台上方探出来半个脑袋，成为空间注目的焦点，以 F1 的动感打动品尝咖啡的客人。

Ferrari flagship shop in Shanghai Xin Tian Di is designed by a new Italian novel designer, Massimo Losa Ghini. The shop occupies two floors of a building. The ground floor is divided by the aisle in the middle. However, the designer changed the disadvantage artfully into the agile and diversified space to lead to an effect of enchanting funs.

Delivering the passion of racing cars is the topic of interior design. To realize this target, the designer integrated senses of vision, hearing and touch. Of course, the red dominates the space. The whole boutique

looks like a burning flare igniting visitors' zeal. Like smooth curve of Ferrari racing car and limousine, streamline shape is well used to spark the desire for speed. Roaring of Ferrari racing vehicle and racing slices on LED screen bring customers into the exciting racing arena.

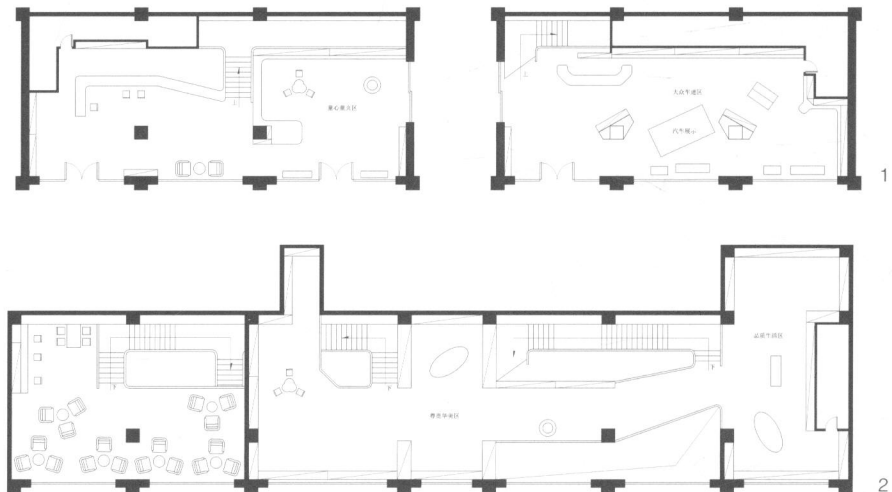
The area of 700 square meters is divided into Ferrari Cafe and four shopping areas as Luxury Area、GT Area、Fans Area and Kids Area. The designer meticulously established the unique characteristic of each area. Fans Area adopts Alumni wall to build a hi-tech image. Luxury Area uses display racks and glass show window of high quality and high taste, together with leather wall to bring a luxurious shopping atmosphere. Bright yellow color appears in the Kids Area and the amusement place where people can take part in shows lovely kid fun. Ferrari Cafe runs through two floors. Hanging on the second floor, the Ferrari racing car model leans forward over the bar on the first floor. This becomes the focus of the shop and moves coffee-taking customers with the F1's flowing passion.

# Ferrari

## Ferrari Store 旗舰店

# Store

上海马当路 188 号锦麟天地







1 一层平面图 1F Plan

2 二层平面图 2F Plan

3 楼梯一侧的墙壁上布置了许多法拉利跑车的  
组件 There are many components of Ferrari  
racing cars on the wall near the stairs.



4、5 贯穿两层的共享空间之下的红色 F2003-GA 冠军仿真赛车是大众车迷区的中心 Under the shared space through the two floors is the red F2003-GA car model, which is the centre of Fans Area.









6 空间中大量运用的流线型造型取自法拉利赛车的车身线条 Applying a great deal streamline sculpts in the space comes from the smooth curve of Ferrari racing car and limousine.



012  
013







7 收银台 the cash counter

8 品质生活区的椭圆形展示柜 Oval show box in GT Area

9 可移动的商品陈列柜 The moveable show box

10 童心童真区以明亮的黄色调为主 Bright yellow is the key tone in Kids Area.



7



8



9







