

世界著名橱窗设计  
Global Brand Shop Windows Design

# 静谧的视觉空间

(葡) 林荫生 编著



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图书在版编目(CIP)数据

静谧的视觉空间：世界著名橱窗设计 / (葡) 林荫生  
编著. —大连：大连理工大学出版社，2007.9

ISBN 978-7-5611-3577-8

I. 静… II. 林… III. 商业—橱窗布置—世界 IV.  
J535.2

中国版本图书馆CIP数据核字(2007)第057626号

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出版发行：大连理工大学出版社

(地址：大连市软件园路80号 邮编：116023)

印刷：利丰雅高印刷(深圳)有限公司

幅面尺寸：280mm × 280mm

印 张：25.5

插 页：4

出版时间：2007年9月第1版

印刷时间：2007年9月第1次印刷

责任编辑：罗 莹

责任校对：刘 丹

封面设计：温广强

---

ISBN 978-7-5611-3577-8

定 价：228.00元

电 话：0411-84708842

传 真：0411-84701466

邮 购：0411-84703636

E-mail: dutp@dutp.cn

URL: <http://www.dutp.cn>



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# 前 言

随着二战后西方社会工业革命的开始和发展,商品的生产技术及多样化趋势,昔日前店后厂的经营方式发生了巨大的变化。生产部分不再和商店结合在一起,同时商店的橱窗部份独自形成一个独特的视觉空间来展示商品。

以往购物是一种生活上需求行为,如今购物对消费者来说已经成为一种既悠闲又充满着乐趣的生活方式。商店的室内设计强调了购物环境的空间舒适感,橱窗不再像从前仅仅是一个摆放商品的空间。各品牌更重视其利用商品的展示来吸引顾客们的第一印象。

橱窗无疑是商品最好的免费广告位置,透过视觉传达的不同手法,把品牌的独特风格,文化内涵等方面都一一呈现到消费者的眼前。每当漫步于城市的每个街角,橱窗里琳琅满目色彩斑斓的商品,各式样的展示风格,都增添了另一道富有艺术性的商业风景线。

“静谧的视觉空间”从视觉的角度介绍国内外时尚之都的橱窗设计。国家包括英国、法国、意大利、西班牙和中国(香港)。除了耳熟能详的国际性品牌,还有地方性品牌的橱窗设计也处处充满着创意的气息。

本书以视觉为基调,有别于一般理论性工具书籍,内页图片均透过焦点化的拍摄手法,清晰地显示橱窗空间内每一个细节,务求达到见林又见树的效果。和谐的色彩组合,灯光分布,模特的细节部分,独特的道具展示设计 and 应用,橱窗整体空间从平面到立体的形态都可以从每幅照片里得到相关启示。作者希望“静谧的视觉空间”能够为视觉设计工作者带来一定的启发,进而在工作上不断的创新。并且在吸收东西方元素的基础上,更有效地融合这种设计方法并应用到国际视觉空间展示艺术上。

林荫生

2007年 3月

## Foreword

The industrial revolution in the occidental society after the second world war, had started and developed rapidly. The consumption products were tended to be more variety choice and technological improved. At the same time, the manufacturing production which attached the shop area in one building had been more signified in two individual bodies. Shop windows becoming a very individual area for products to display.

In the past, shopping was merely a need of necessity. When the time goes by consumers enjoy shopping as a leisure and pleasure lifestyle. Interior design of shops are more stressed in a comfortable space for shopping while shop windows unlike before just a space for product storage. Brands are becoming awared of displaying their products in order to give highest attraction to consumers at the first sight through shop windows.

Shop window is the best advertising space for products through visual communication, brand's unique gimmick and cultural messages have been disclosed to the general public. Strolling around every corner of the street, shop windows stuffed with variety of products, colourful mix and match, by means of visual communication technic which give birth to an artistic secenario in the city.

This book is intending to introduce a pure visualization to readers, covering most trendy cities shop windows design in the world, from United Kingdom, France, Italy, Spain, to China (Hong Kong). Apart from internationally known brands, we can find also local brands which are more lively and creative in their designs.

Besides, this book is expressed in a visual point of view, where the shooting of photography is more focus in space and details of the shop windows. A very clear vision is shown rather than a theoretically way of tool book reading. Readers can be benefit from these features such as colour harmony, lighting design, mannequins and details, special design of display tools and application. I do hope this book would be helpful to visual communication professionals and those who dedicate in the display design career. Inspiration and invention through this book is the main aim to target. The foundation of east meets west elements we learned, we would becoming more aggressive and cerative in the international visual display art in the nearest future.

Bonifacio Lam  
2007 March Hong Kong

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Ermenegildo Zegna





## 服饰 内衣 / 童装 / 孕妇装

服饰品牌对橱窗的设计越来越重视。从男女服装，内衣，孕妇童装鞋具，皮包都在橱窗展示方面吸引顾客的第一视觉感观，视觉传达手法各种各样。以色彩为主调的，以品牌文化及国别文化的，以特别展示道具为吸引的，以情景或生活格调作主题的。如Escada Sport的展示，其悠闲及运动服饰都体现在色彩的变化。

Burberry在不同城市仍然保持其严谨的英式文化内涵。意大利男装Ermenegildo Zegna，内衣Intimissimi等品牌采用特别的造型展示道具来吸引顾客眼球。

孕妇装束和童装的橱窗展示，往往传达温馨的亲子关系。本篇章将详尽介绍各品牌橱窗的设计及展示。

Visual communication design in the window dressing is becoming more and more important for the fashion brands in recent years. Ranking from Ladies and men's wear, lingerie, maternity/children wear, shoes, bags and accessories, are making most of their effort in window dressing in order to attract the first impression of the general public. Through different means of brand identities, there are interpretation focus in colour mix and match, cultural or country background, tailor-made unique displaying equipments, and lifestyle as a main theme in window display design. For instant, Escada Sport is more stressed on care-free and color mix in display design.

Burberry keeps it's british style design in different cities. Italian men's wear Ermenegildo Zegna, Lingerie-Intimissimi etc, making use of tailor-made or unique display tools to attract consumers.

While maternity and children wear give visual of warm relationship between mother and child. This chapter will present in details how brands are designing and display in window dressing.

# Ladies and men's wear Lingerie/Children/Mother













