

STYLISH STORES

时尚专卖店

Visual Gusto
For
Shoppers

VOL. 1

深圳市艺力文化发展有限公司 编
大连理工大学出版社

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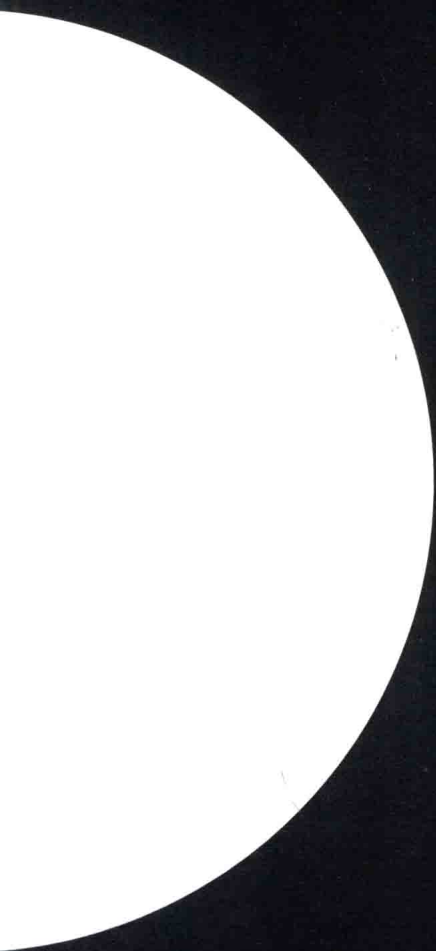
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Alison Cardy

Managing Director, HMKM

No one can ignore the impact of technology on the retail industry.

As technology and the ever increasing success of on-line shopping takes greater hold and an increased percentage of the market share. We are all witnessing, and having to deliver, a swift and significant change of approach. Customers are now demanding one seamless shopping experience from their preferred brands across in-store, on-line and mobile platforms. Retailers have no option but to think holistically. Social media drives 'word-of-mouth' and that in turn is making the virtual community a new and essential cornerstone for any brand fan base.



Catharina Frankander

Electric Dreams

Since shopping became the universal past-time of the 21st century, we have come to expand the notion of architecture. Retail space-makers like myself do not play with building volumes in the sun, we bring together furniture forms in artificial lighting. To us, responding to climate will never be a way to determine form, it is more about concealing unsightly fancoils. Site consideration is not so much reacting to terrain or compass, as mapping footfall and customer flow patterns. This may not be Goethe's frozen music, but it is an ever-changing electric beat.

Further, technology is prompting a complete review of how we approach the customer experience in-store. A rapidly increasing number of global brands are adopting smart phone or 'Easypay' systems, negating the need for traditional 'barrier' check out solutions. Thus opportunities are arising to challenge our clients on the way they manage cash transactions and ultimately serve their customers.

At it's heart, a successful 'store' will always be one that is unique, noteworthy, and with people on hand who can truly connect with the customer. Shoppers have become bored of the same brand experience traditionally rolled out using the 'cookie-cutter' approach. The desire now is for a retail experience that feels relevant, discovered, bespoke, a 'one-off'... and the on-line experience is testament to that. Strangely though, empowered and connected by new technology, customers are also expressing a desire for a very personal service and human connection. It is interesting to witness how more and more successful online brands are now seeking a presence on the high street as a further opportunity to connect with their customers - albeit in an unconventional way.

Nowhere is this so apparent as in fashion retail. Fashion retail is an exciting world of quick decision-making, short life spans, sales figures, and breathtaking wow-factors. Its resulting interior design is a celebration of ephemeral installations, intriguing layouts, sonic soundscapes, theatrical riggings, spectacular spatial illusions, speed, and splashes of corporate colours. Rei Kawakubo famously compared making a shop to making clothes, showing a brilliant understanding of the relationship between fashion and retail design. Both should excite and energize people.

Pervasive brand environments have a major role in the formation of fashion identities. The best examples seductively capture the imagination of a brand, magically enhance collections, and effortlessly challenge customer expectations.

Most design briefs will include budget limitations, flexible furniture systems, graphic guidelines, brand values, ambitious time plans, watts per square meter, but most importantly, a desire for novelty. The allure of retail architecture is precisely to

Whilst the physical interaction with a retail brand is blurring boundaries, the experience – at all touch points – should surprise, engage and adapt. Variety and 'localisation' of design is required to keep concepts fresh and appropriate to their audience. We are moving out of the era of mass into the new and exciting age of 'made for me'.

2011 will become a transitional era in retail design. HMKM is also celebrating 21 years designing and creating the physical experience and theatre of shopping for our clients. Across the globe – from China to Russia, Europe to the USA – HMKM embraces this era of change and is certain our multi-disciplinary structure, from architecture to branding to digital design will continue to provide appropriate design solutions for our clients and most importantly their customers.

communicate a compelling brand story using a previously unseen design solution, and to do it quickly. The fashion industry's manic quest for the newer-better generates multitudes of interesting spatial and material innovations each year.

This book presents striking photographic evidence of the creative power of fashion retail design. It contains exciting new fashion stores from sixteen different countries and regions on four continents. The projects are all very diverse in terms of scale, light, materiality, atmosphere, colour scheme, life span, and of course, in their way of manipulating these traits to surprise and excite customers.



Mila Strauss

Interior Designer

Creating a concept for a store, in my opinion, is one of the most exciting challenges in Architecture because it is the expression of the brand that has the most intimate contact with the public.

The project starts from a concept that must be aligned with the brand positioning and strategy in relation to the public, product mix and segmentation. Thus, the environment reflects the brand universe.

The understanding between those involved in the project must be fully established to propagate the essence of the brand and convey the uniqueness of each product.

The architecture is based on the study of color, lighting and shapes that value the items on display and make the environment friendly.

Subsequently, a marketing tool – called Visual Merchandising – will be integrated to the space with the objective of increasing awareness and seduce the consumer. Through technique and great sensitivity, the products are strategically displayed and other elements are introduced such as scents, flowers and music. Everything is to express the brand's identity.

The architectural design is the basis for complex sensory experience that occurs at the time of purchase. The delimitation of the space suggests the paths that are to be traveled by bodies and glances, functioning as a communication portal.

It is very pleasant to imagine that we have the tools that can lead to the feeling that the consumer will have when buying the product in the designed store.

Currently there are many studies and options for establishing an architectural language in retail spaces: a universe of

experimental designs and construction techniques that recover sophisticated elements of the imagery, transforming space into a work of art. With the new techniques you can transform shelves into design objects, integrating the illumination to the woodwork, looking for new textures, patterns and graphics. All this, taking into account technology and sustainability - the stores are linked by purchase software, as well as cameras that monitor and study the store flow. The materials should cause the least possible impact on the environment and be economic.

At the time to replicate the concept, comes the challenge of adapting the project to the habits and preferences of different cities and even countries. Several factors must be taken into account, such as climate, culture, economy and run time.

The languages of architecture, art and design are universal, as well as fashion. They are able to connect people to the same emotion.

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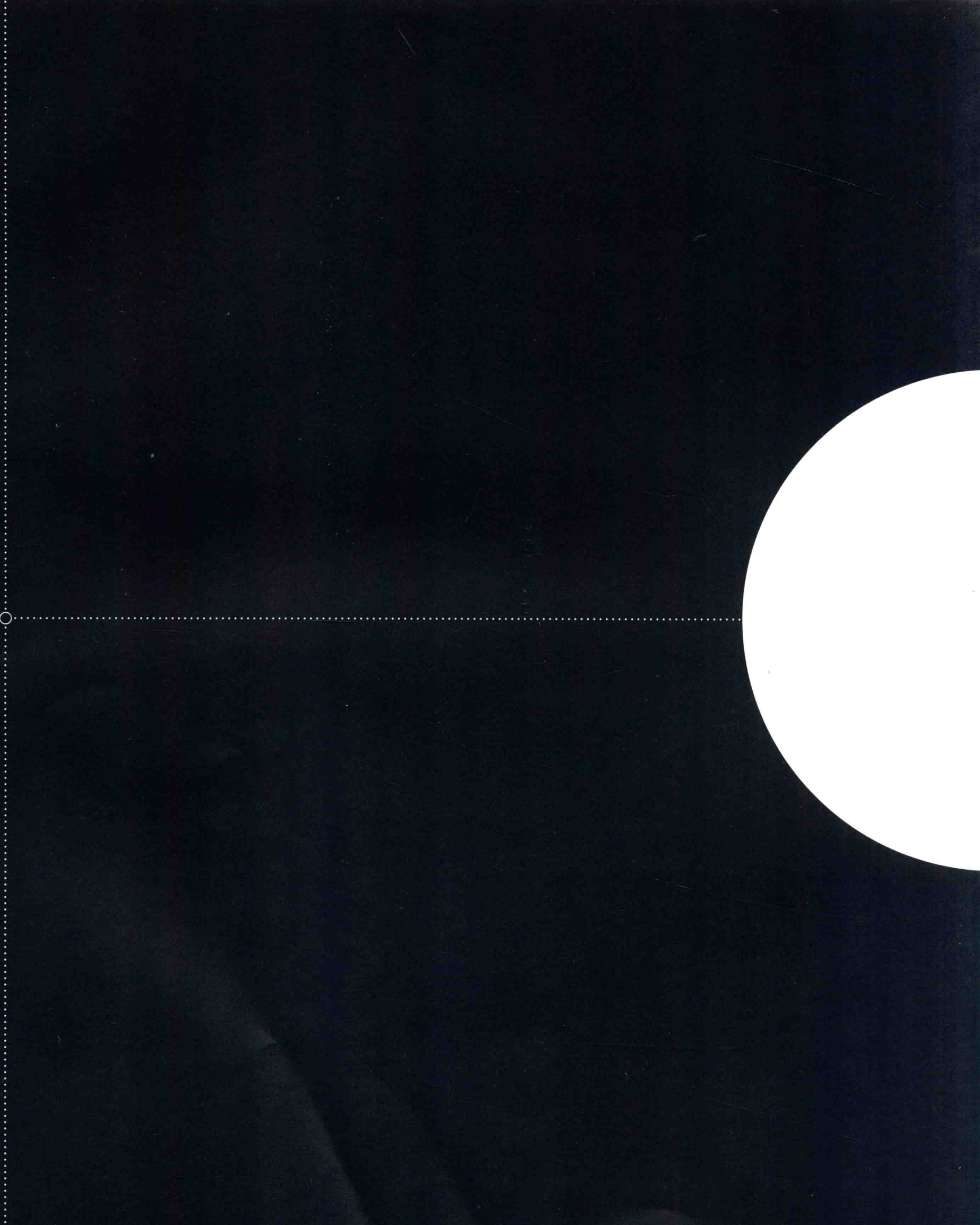
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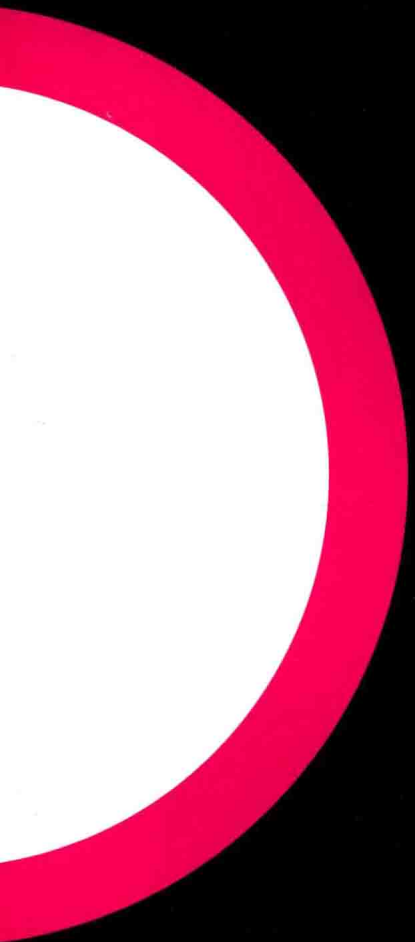
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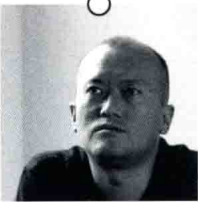
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Fashion Stores



Project

Mostip

Design Agency

EASTERN design office





Project Information

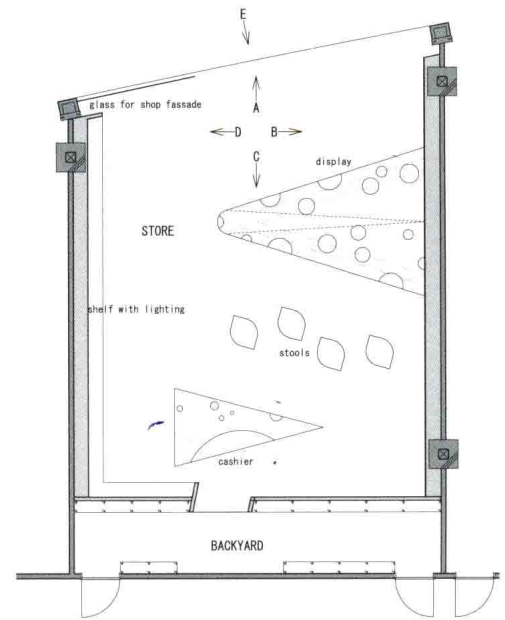
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Area:
113.70 sqm

Client:
SPOCAZI

Constructor:
Daihohiragi Co., Ltd

Photography:
Koichi Torimura

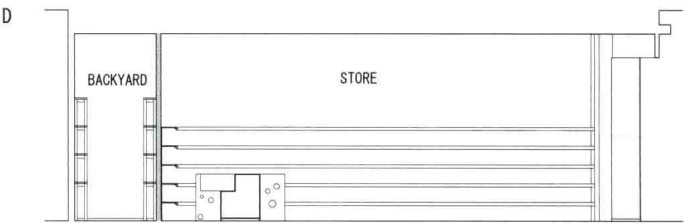
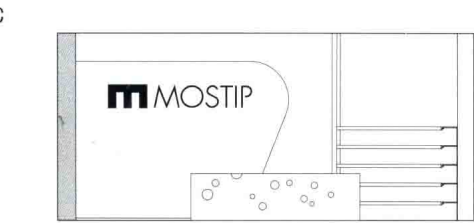
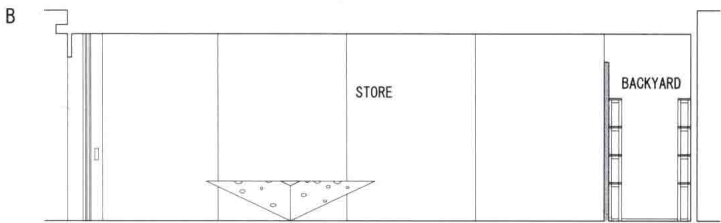
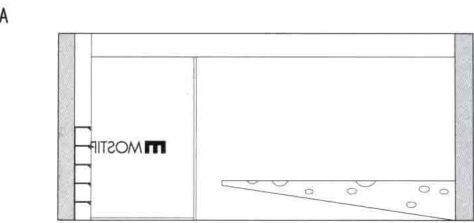
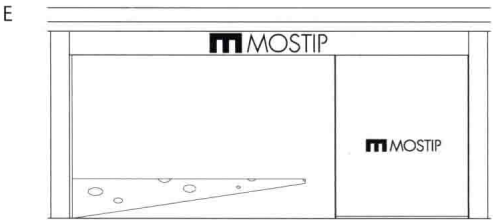
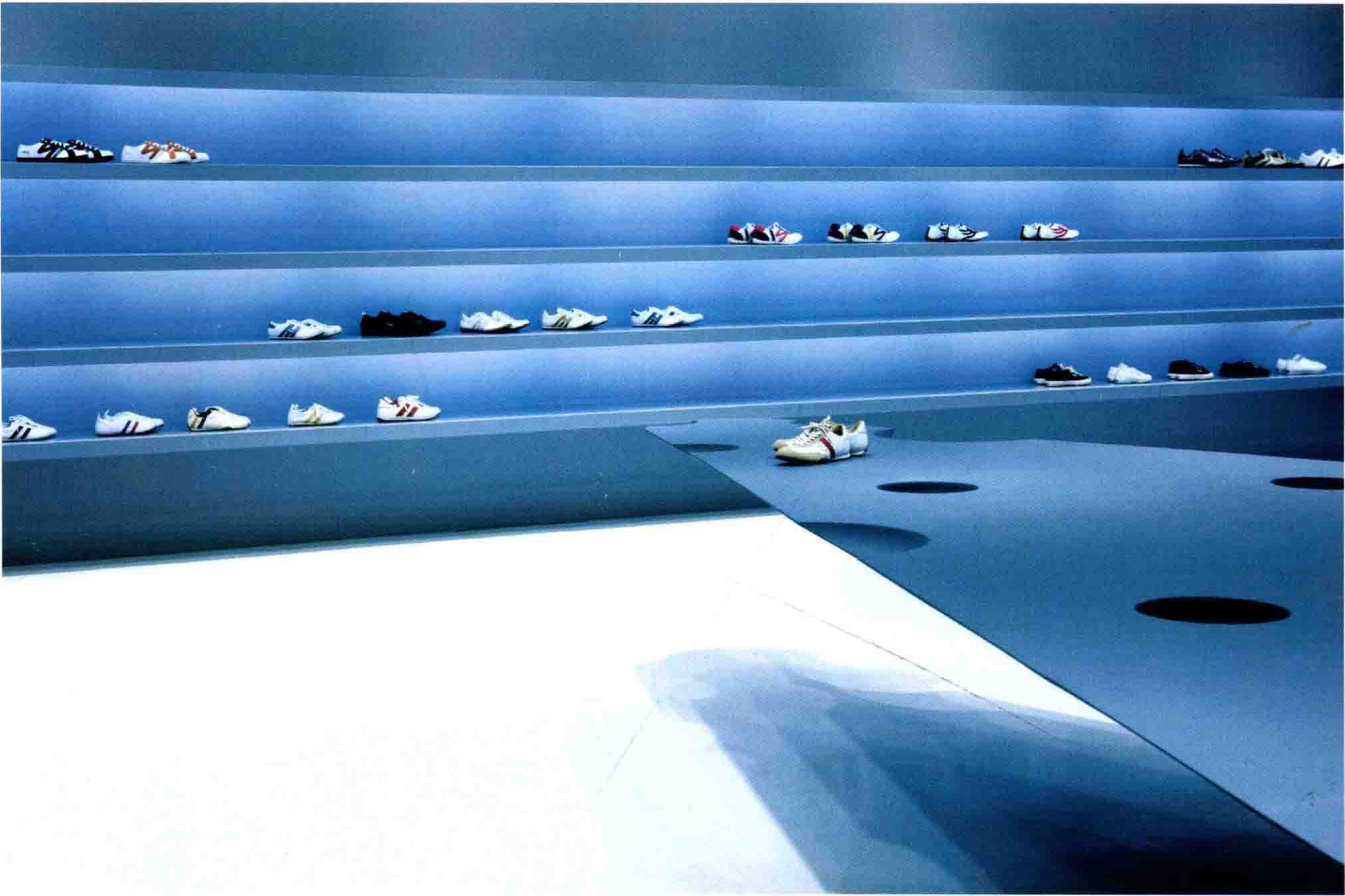


PLAN



This is a portion of the moon, a tip of a huge thing. This is a shoe shop built in a huge shopping mall. Two big and small triangles are placed in a space of 9m x 12.5m x 4m. The triangles have the shape of the moon that is cut. There are two portions of the moon. Two triangles have some large and small craters same as the moon.

Shoes are displayed on the big triangle. They are placed as if an invisible man is enjoying a moonwalk. An arrow tip shaped triangle is not floating, rather it is slightly touching on the ground with a tension as if it were to start moving.



ELEVATION



One side of the entire wall is covered by a mirror, therefore the space seems enlarged twice, and the number of triangles may increase from two to three or four with the angle one looks into the space. Moreover, the big triangle will change its form into a diamond.

24 craters are on a big triangle, the other 15 on a small one. Five different sizes of craters are used. They are like fireworks.

They are designed like a mold of fireworks. The mold of fireworks should be a perfect ball shape made out of paper. To display perfect radial fireworks to decorate a night sky, the mold into which gunpowder is charged should also be a perfect

ball. Therefore, many perfect globular forms are engraved into the triangle.

A tip of the triangle can be seen as a part of an iceberg. It is only a portion. As the design encourages various ways of seeing the space, a tip of the iceberg represents a way of shop management in which many potentials are to be developed in the future. Whether the space looks heavy or light is up to the people and how they see it.



Project

Rosa Cha

Design Agency

AvroKO

Abandoning the big-white-box paradigm, AvroKO envisioned a moody store with Brazilian accents for Brazilian swimwear line, Rosa Cha. The gold baroque frames lining the ceiling referenced baroque cathedrals of predominately Catholic Brazil. The decorative brass, also evoking the gold leafing of the church, and black wood walls provided a warm backdrop for the bright colors and splashy patterns of Rosa Cha's bathing suits. The New York store also featured pragmatic design

elements, such as shelving and cages that function as both displays and seating for fashion shows. Rather than parading around the store while trying on bathing suits, fitting rooms with couches and an interior fitting room provide customers the option of private fashion shows for their friends and family.

