

Boutique in Fashion

精品时尚店

高迪国际出版有限公司 主编

THE BOOK is ABOUT
CLOTHING SHOP, BOOK SHOP,
ACCESSORY SHOP, FURNITURE RETAIL
AND HAIR SALON.



Boutique in Fashion

About 60 shop designs, which are from the best designers abroad, are included in this book. The unique designing styles bring each space enough aesthetics and charm, and when you enjoy the sense of sight, you will find that display models and styles which are created by different colors, materials, lights and texture designs are very expressive. They are essential for you no matter who you are, retailers, designers for interior space, or designers for exhibition, display or campaign.

本书精选60多个店铺设计作品，均出自国外最优秀设计师之手。他们独特的设计手法赋予了每个空间十足的美感和魅力，在视觉享受的同时，您将发现每一种由不同色彩、质地、照明及图案艺术精心创造出的陈列模式、陈列风格都极具表现力。不管您是从事零售业、室内装饰，还是展览、展台、活动规划设计，它们都会是必不可少的参谋。

凭密码辨真伪,免费下载本书完整电子版
Distinguish authenticity by password
Download free complete E-book

凤凰出版传媒集团 | 凤凰空间
江苏人民出版社 | IFENGSPACE

地址: 天津市南开区白堤路240号科技园科贸大厦
传真: 86-22-60266199
电话: 86-22-60262226 / 60262227 / 60262228 (总机)
86-22-60266193 (直线)
E-mail: 87896633@163.com
http:// www.ifengspace.cn

正版设计 | 室内设计

ISBN 978-7-214-07227-5



定价: 320元 (USD 58.00)

Contents

目录

Stella McCartney Project, Paris	008	104	Pinkle Store Concept	186	276	Barble	
Stella McCartney Flagshop Store, Milan	014	108	V2K Nisantasi	Tucano Store	192	284	Pilar's story
Marni Boutique	020	114	Ellassay Retail Design Store	Dr. Martens Pop Up Store	198	288	COEO – House of Good Deeds
Bridal Magic	026	120	Ellassay First	Munich Lilla Diagona	202	294	Modrijan Bookstore
Alexander McQueen, LA	032	126	Eva Ouxiu	Street Gallery	208	300	Mendo
Max Mara Store, Paris	036	130	Larusmiani	Fitflop	212	306	Le Merle Moqueur Bookshop
Vakko Nisantasi	042	136	Eger	Hirshleifer's Shoe Store	216	310	Foldaway Bookshop
Zara Rome	048	144	Uniqlo Megastore	Sigrun Woehr, Karlsruhe	220	314	T-magi
NY-11-18-02-10	056	148	Ferrari Factory Store	Hofstede Optiek Store	228	318	Omonia Bakery
Rolls	060	152	Replay Concept Store, Florence	Jin's Global Standard Nagareyama	234	322	16 Handles Yogurt
Nature Factory	066	156	Eclecticism	The Bluebird	240	326	One 2 Free Shop
Lurdes Bergada	072	160	Lauren Jasmine	H&M Home Reflection	242	330	Ahava Beauty Capsule
Collin's	078	164	Karis	H&M Interactive	248	336	Soan Hair
Flight Club	084	170	Delicatessen	Moooi Gallery, Amsterdam	252	340	CaCa
Tally Weijl	090	174	Lik+Neon Design Shop	Karim Space	258	346	Donato Salon + Spa
Galaxie Lafayette, Berlin	096	178	MayGreen	Shoe Supply	262	352	Propaganda Hair Salon
Campus Store Concept	100	182	Patrick Cox Shop	Station 999	266	358	80's Studio Hair Salon
				Britto	272	364	Designers' Biographies

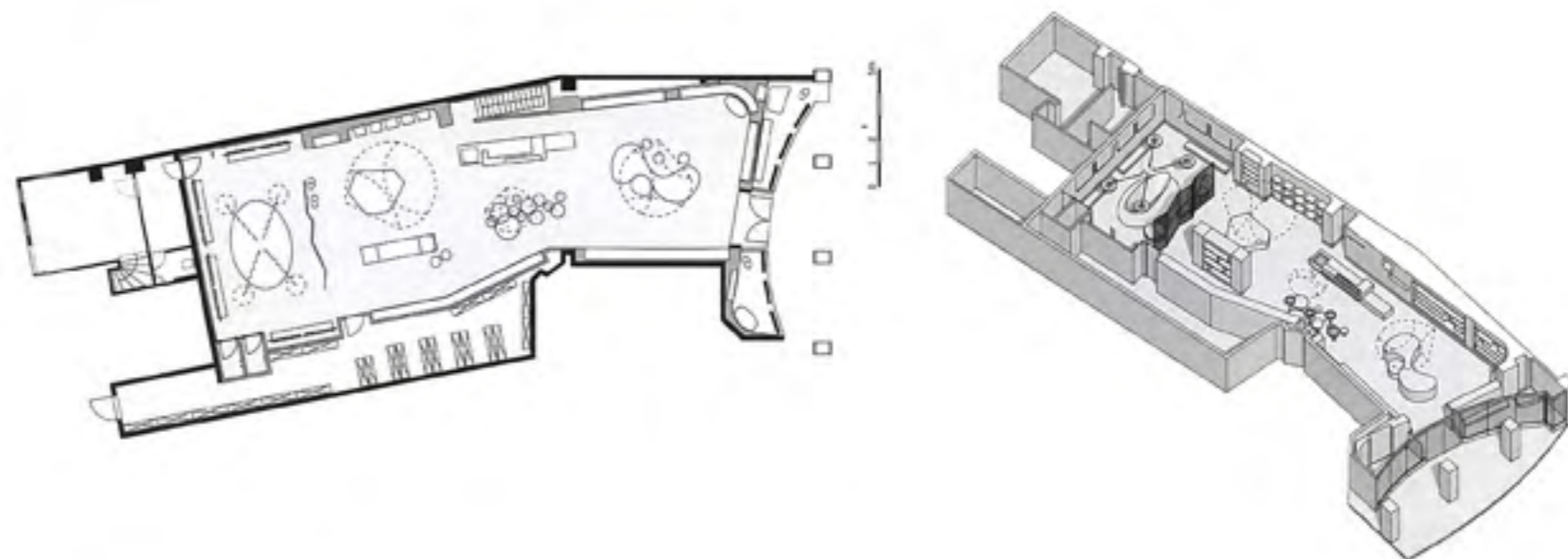
Sigrun Woehr, Karlsruhe

Designers: Peter Ippolito, Konner Alau, Silke Hoffmann, Jody Dane, Britta Kiewelken
Design Company: Ippolito-Hoer Group GmbH - Identia Architects
Location: Hermannstraße 24, 76133 Karlsruhe
Area: 110 m²
Photographer: Zoran Kravtchinsky/brand4u.de

The designer now is commissioned to develop an interior for the second Sigrun Woehr Shop in Karlsruhe. This shop marks a new departure for Sigrun Woehr as she expands her range to include a new line of fashion and accessories. The task was to create a spatial situation in which to present an exclusive range of goods, while at the same time entire customers across the threshold.

A dark-stained, oak parquet floor, which creates a continuous, flowing expanse throughout the space, provides a powerful contrast to the ceiling. Solitary fittings are staged at intervals against this background, each accompanied by a colorful ceiling graphic above. Positioned in the center of the room, each element forms the core of one of three zones into which the room is divided. The next area is introduced by the cash desk unit. Layered rectangles create a mobile effect and harbour space for glass presentation cabinets. The cash desk unit faces an ensemble of round tables. The varying heights, sizes and surface materials of the tables (some are mirrored and others made from glass or steel), create a second attractive presentation area. The third area is denoted by two features in the centre of the room. Two supporting columns are concealed in the frame of a freestanding shelving unit containing presentation segments of varying dimensions, thanks to flexible, black separators. The shelving unit is grouped together with a polygon seating element, which also functions as a communication island.

The Sigrun Woehr Karlsruhe Store successfully exploits a difficult floor plan using striking fittings and strong ceiling motifs to demarcate separate zones. The presentation of goods is accomplished by means of a dynamic wall design, supplemented by highlighted presentation areas and core elements in the center of the room. The new fashion line is presented within a dedicated area that strikes a distinct visual note and yet is incorporated into the overall concept in a compelling and coherent manner.







现在,设计师受委托为Sigrun Woehr在卡尔斯鲁厄的第二家店进行室内设计。当Sigrun Woehr扩大其销售货物种类并增售新系列的时装和配件时,该店的成立了,它标志着Sigrun Woehr的一个新起点。设计师的任务是创造空间环境来展示该品牌的独家货品,并吸引顾客进店选购。

暗色的橡木镶花地板,为店内空间铺设出了连续平滑的广阔区域,与天花板形成了鲜明的对比。在此背景下,每隔一定的距离就安放一件独立家具,每件家具的上方都伴有一幅绚丽多彩的天花板图画。各种家具元素陈列于店面中央,分别形成了店内划分的三个区域核心。下一区域将通过付款台单元进行介绍。分层矩形产生了一种移动的效果,同时,形成的港湾形空间可用于放置眼镜陈列柜。付款台单元的对面是一套圆桌。桌子的高度、大小和表面材料各式各样(镜面桌、玻璃桌或钢桌),形成了店内引人注目的第二展示区。店面中央的特征性建筑结构——两根承重柱指示出了第三展示区。这两根承重柱隐藏于一个独立置物台的框架之中,灵活的黑色隔板将置物台分出大小不一的多个陈列格。置物台与一个多边形座位元素组合在一起,形成了一个沟通岛。

Sigrun Woehr的卡尔斯鲁厄店,利用引人注目的家具和鲜明的天花板图案划分出了三个独立的区域,成功实现了一幅高难度的建筑平面图。货品基本通过动态墙这一设计进行展示,另外还有突出展示区和店面中央的展陈家具。新款系列将展示在特定区域中,以产生明显的视觉冲击力和吸引力,并以一种令人信服的方式与整体概念浑然融为一体。

