

POWERSHOP 5



new retail design

FRAME

Where Moscow, Russia
Opening November 2013
Client N.N.
Designer Ippolito Fleitz Group (p.412)
Floor space 10 m²
Shop constructor AO Engeocom
Photos Zoey Braun

the tailor shop

The gem-shaped cabinets boast opening mechanisms as sophisticated – and invisible – as those in the brand’s jewellery.

This materially rich jewellery boutique is, indeed, suggestive of a little gem in a big Russian shopping centre. Essentially a walk-in jewellery box, the Tailor Shop has been tucked cleverly into a converted ventilation shaft in Moscow’s Atrium Mall that measures a mere 10 m². Because the shopping centre was completely leased, the owners were forced to come up with a creative way to ‘find’ additional retail space within the strictures of the existing, overbooked floor plan. When Ippolito Fleitz Group understood the compact size of the site, however, they decided to make a virtue of this lack of space. To do this, the designers built a shallow storefront in which customers can feel as if they are browsing not just through, but inside of, a (very large person’s) jewellery box. The creative team laid down a classical wooden parquet floor and then adorned the walls with hexagonal panels cushioned in plush purple velvet. These textile ‘tiles’ alternate along the walls with embedded mirrors and display cabinets of the same shape that have complex, but invisible opening mechanisms. In one corner, the diminutive cash desk – itself about as big as a display podium – recalls the mineral form of a growing crystal.

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The walls are covered in hexagonal panels of fuschia velvet interspersed with mirrors and displays.



This jewellery shop was squeezed into 10m², making its size its key feature.

