

POWERSHOP 5



new retail design

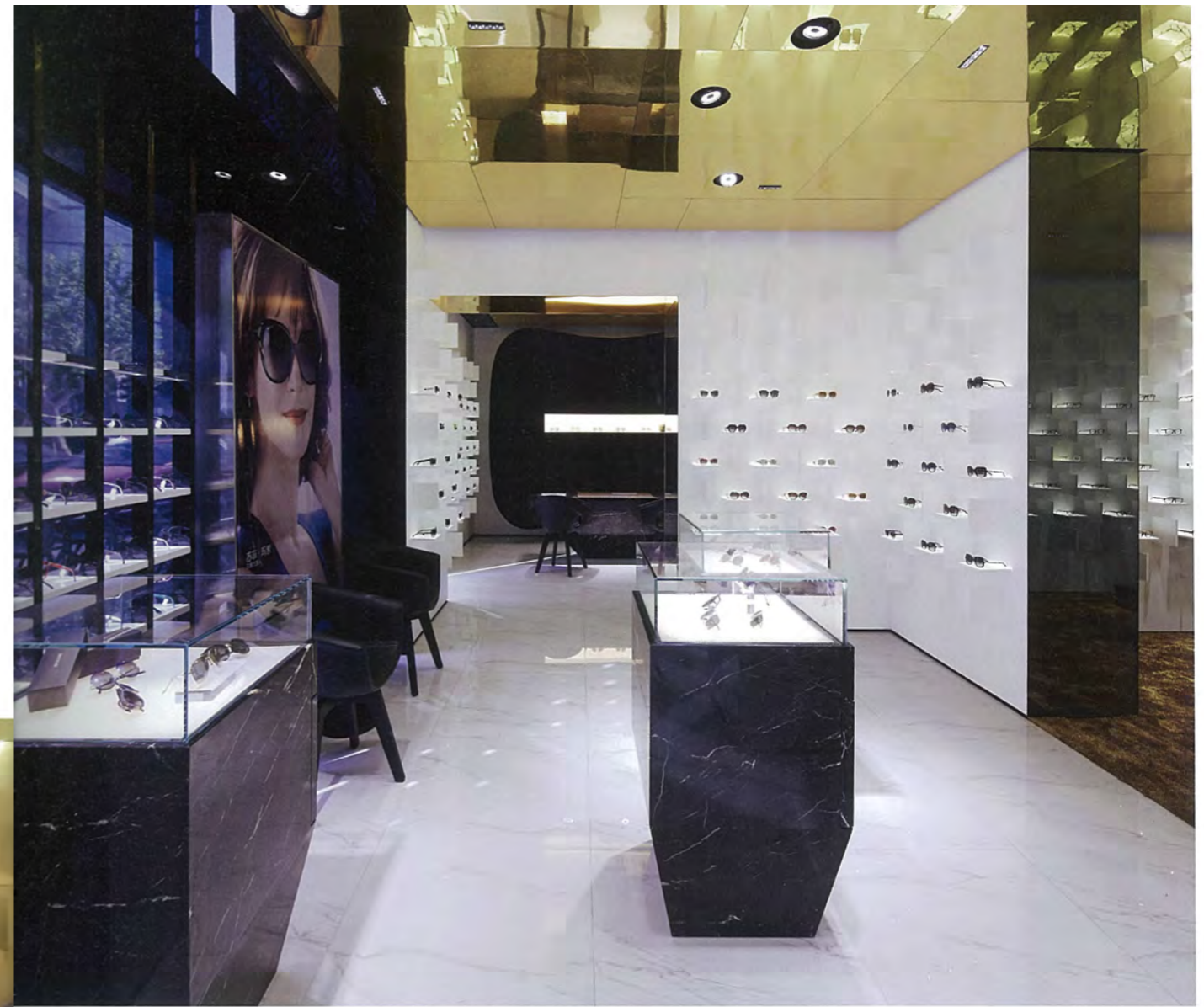
FRAME

Where Shanghai, China
Opening May 2015
Client Xiamen Artgri Optical
Designer Ippolito Fleitz Group (p.412)
Floor space 94 m²
Shop constructor Fushida Company
Photos Shuhe Architectural Photography

bolon eyewear

The cash desk is one of few deviations from the black, white and gold palette.

The longing for a bright, sunny day inspired the design of this eyewear shop where the products are presented like stars of the stage – in the limelight. This retail concept, which can be scaled from flagship to boutique, elevates the clarity, functionality and precision of display. Through the floor-to-ceiling glass storefront, most of the space is visible from the outside. The designers set small square white shelves at right angles to each other on the walls to establish a three-dimensional grid, each shelf showcasing a pair of glasses in its own miniature stage, with the lighting around each deftly drawn: each product sits before an illuminated background, so that the true colour of the lenses is easy to see while a tightly focused LED spot falls on each from a vertical panel hanging above, creating a soft aura around each item. The team selected high-quality materials to match the Chinese brand's emphasis on French refinement and fashionability: white marble floors are paired with black marble tabletop jewel box displays and service desk. Behind the consultation table, a leather-clad wall becomes a warmer focal point of the interior, along with the polished golden ceiling, which makes the entire shop luminous, recalling a day spent, not so long ago, playing in the waves.



High gloss is high elegance in this eyewear shop where pentagonal black marble displays are reflected in a golden ceiling.

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The precisely lit display presents each pair of eyeglasses like an actor on a small stage.

