

Christian Lahoude Studio

SULWHASOO, GUANGZHOU, CHINA



Clockwise from top left: A private consultation area nestles seating beneath a delicate flower chandelier. Freestanding fixtures in lightweight laminate resemble concrete and dark slate. Custom chairs are covered in amber leather and wool with polished brass bases. The custom table is also brass, with a back-painted frosted-glass top resembling Korean hanji paper.

Several years ago, K-beauty brand Sulwhasoo won an *Interior Design* Best of Year Award for its Seoul flagship. In 2018, the company did it again, thanks to a new concept store in Guangzhou, China.

For inspiration, CLS principal Christian Lahoude looked to ginseng, a key ingredient in Sulwhasoo's skin-care products. Flooring is a deep slate, a nod to the dark roots of the ginseng plant, while its golden interior is referenced in the yellow travertine used to lighten up consultation areas as well as the burnished brass and gold leaf covering walls and displays. Custom chandeliers have handmade petals of frosted and clear glass that bring to mind both the ginseng blossom and Sulwhasoo's iconic snowflake, an element of the company's branding.

"The biggest challenge we faced was a column that intersected the center of the store," notes Lahoude. "By wrapping the column in a product display, we were able to create one of the most interesting areas of the space." Backlit shelves also showcase the brand's best-selling products—of which there are dozens. The concept has been so successful the company has rolled it out to many locations, including Kuala Lumpur, Shanghai, and New York's Bloomingdale's.



CHRISTIAN LAHOUE STUDIO CHRISTIAN LAHOUE, MYRIAM AKL MONTBERTIN, CARLA SANCHEZ, THIRU MANICKAM, JESSICA HERNANDEZ

PROJECT TEAM COOLEY MONATO STUDIO, EMILY MONATO MILLWORK, BUSSOLA & RALPH

PHOTOGRAPHY STEFAN IRVINE
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970 square feet





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ARIADNA MASQUE

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Christian Lahoude Studio

JIMMY CHOO VIA CONDOTTI, ROME

Rome's famed Via Condotti, named after the essential conduits that brought water to the Baths of Agrippa, once carried weary travelers to the Adriatic Sea. Now it carries eager shoppers to some of the most glamorous boutiques in the world—none more so than Christian Lahoude Studio's gilded outpost for luxury shoemaker Jimmy Choo.

The historical location meant little could be changed inside or out when Lahoude set to work. So, instead of altering the existing vaulted ceiling, he highlighted it with LED cove lighting and used suspended pendant fixtures so as not to damage its surface.

Polished Umber Gold travertine portals serve as transition points between zones, while feature walls shimmer in gold-mesh-laminated glass. Gold appears on display walls as well, patinating gray suede-wrapped panels. And while the Lahoude team—fresh from designing Jimmy Choo flagships everywhere from New York to Paris to Chengdu, China—couldn't insert many architectural interventions, they could custom fabricate furnishings, including plush seating throughout and a coiling front display that beckons to beauty-starved explorers.

From left: A yellow travertine portal frames a view of the latest sartorial styles. Custom velvet seating in an antique gold hue and Calacatta Gold marble flooring emphasize the luxurious color palette.



1,200 square feet
VMSD International Visual Competition Award

