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**CHRISTIAN LAHOUE**

VISION AND IDENTITY

— *Shaping Luxury Retail the World Over*

Christian Lahoude, a concept designer and branding specialist, has worked with some of the world's leading luxury brands to shape their retail experiences. Raised in Paris, Lahoude is the Founder and Creative Director of Christian Lahoude Studio, one of Europe's most exclusive concept and design firms. Having graduated from the Ecole Nationale Supérieure d'Architecture de Paris Belleville in 2001, Lahoude went on to gain a Masters of Design from the Harvard Graduate School of Design in 2004. With this fantastic academic background, Lahoude began to gain experience in the world of architecture and design.



Alexander Wang, Tokyo - Aoyama



Jimmy Choo, Beijing - Charter



Alexander Wang, Hong Kong - Sogo

Lahoude conceived and oversaw key rebranding initiatives as the Design Director at Tiffany and Co., and as Lead Designer at Gucci's Store Design Department. Lahoude's resume is glittering, as he received his early professional experience at Jakob+MacFarlane and Massimiliano Fuksas in Paris, before moving to New York to work with the renowned Peter Marino, where Lahoude learnt to design high-end luxury retail spaces for companies including Chanel, directly under the tutelage of Marino himself. Through these experiences, Lahoude is able to bring his refined and unique perspective to bear when establishing a client's aesthetic.

In 2012, Lahoude founded his own studio in New York City, where he has conceived innovative and diverse retail designs for Alexander Wang and Jimmy Choo boutiques worldwide. Here we talk to him about his inspirations, his desires and what he thinks of Lebanon.

How and why did you get into the design industry? My father was a real estate agent who worked closely with architects -