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ALEXANDER WANG OPTS FOR BLACK MARBLE IN TOKYO

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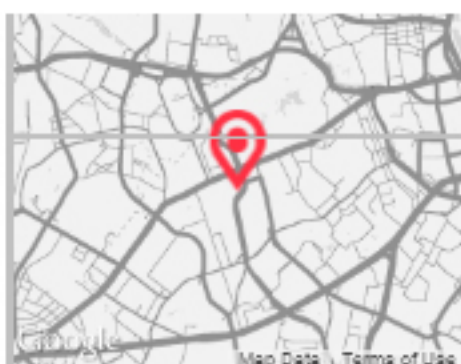
Designer **Alexander Wang** has opened a store in Tokyo's Aoyama district. The exterior design of this three-level boutique perfectly suits the area with its mix of low-rise buildings and is made from black, book-matched marble.

The Tokyo store has taken the key elements of Alexander Wang's flagship concept used in New York in 2012 and in APM Shanghai earlier this year, but adapted it to better fit with the unique characteristics of this Aoyama location while introducing new design elements.

The clean white box remains with its Italian white Carrera marble and black Nero Marquina marble accentuating the space and creating illuminated recesses, which will frame the designer's collections. There are also accents of polished bronze offsetting the mass of stone.

The contrasting black and white is complemented by transparent and opaque hanging glass units and floating shelving which hovers over white marble pedestals.

There are two staircases to connect the multiple levels – one leading to the mezzanine and one leading to the lower level. Each is framed by raw concrete panels, accentuated with polished bronze trims and inset with light reveals. The double-height space is emphasized by a tall black book-matched marble wall. It's a very architectural interior that works well in this design centric location.



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