

Wallpaper*

RETAIL
DIRECTORY
2014

*THE STUFF THAT REFINES YOU

ARCHITECTURE ▾

DESIGN ▾

ART ▾

FASHION ▾

TRAVEL ▾

LIFESTYLE ▾

Alexander Wang, Tokyo



●○○○○

In the past year, American fashion designer Alexander Wang has rapidly expanded his eponymous retail empire across Asia, with a two-pronged focus on China and now Japan. Wang's latest freestanding flagship transports his modernist New York design signature to Tokyo's fashion epicentre in the Aoyama district. Housed within a clean, minimalist box, the store builds on the designer's recent Shanghai opening, where white Carrara marble and black Marquina marble dominate his retail expansion. The central staircase, framed with concrete panels and finished with polished-bronze trim, links the store's three levels, which house the men's, women's, T By Alexander Wang, accessories and Objects collections. Playing with transparency and opacity throughout, Wang has installed hanging glass units and floating shelving that peer down on white marble display pedestals. This may be Wang's fifth store in Japan, but it's a testament to his new globalised aesthetic.

5-3-20 Minamiaoyama, Minato-Ku
Tokyo 107 0062 Japan
Tel: 81.3 6418 5174

www.alexanderwang.com

Writer: Katrina Israel