



CHRISTIAN LAHOUE STUDIO designed the Jimmy Choo boutique in Soho.

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Christian Lahoude Studio designed the new dual gender Jimmy Choo boutique on Greene Street in New York City's historic SoHo shopping district, the brand's first downtown.



An original façade of glass, cast iron and industrial steel gives way to an adaptation of the Jimmy Choo interior concept specifically crafted to reflect SoHo's extraordinary architectural, cultural and artistic spirit.

Rather than traditional rooms dedicated to women's and men's collections, the SoHo location features a continuous open floor plan that extends across 1,325 square feet.



The Studio defined the main areas of the store, without the use of “opaque” barriers, by designing curved displays and seating arranged to establish two consecutive circular footprints, which along with a large skylight that floods the space with natural light, draw the customer towards the back of the store.



There, in a nod to Soho’s artistic heritage, the visitor will discover a dedicated exhibition space comprised of a sunken glass mezzanine and gallery wall, which will be used as a canvas to house art installations and creative collaborations. The first artist to be featured is Fabien Illiou, whose anamorphic artwork plays with the brand’s signature strappy stand and red carpet stalwart, Lance.

The Studio’s new window display features concrete steps that hold pedestals to draw shoppers inside. Italian marble finishes and gold ceiling ornamentation contrasts the high ceilings, utilitarian polished grey concrete flooring and exposed mechanical and hvac details that give the space a raw loft-like feeling true to the neighborhood.

An alluring backdrop for the product is created using a color palette of soft greys and subtle shimmering surfaces and the flexible fixture design within the store allows for the product to be displayed in various combinations.

CHRISTIAN LAHOUE STUDIO

Christian Lahoude Studio is an architecture and design services firm specializing in high end retail environments worldwide. Based in New York City, the firm brings its knowledge and expertise to deliver exceptional retail experiences, tailored to the brand identity of the client.



With projects ranging from specialty stores for Jimmy Choo, Harrys of London, and Tiffany & Co. to lifestyle stores for Michael Kors, Alexander Wang and Gucci, as well as a luxury shopping mall enhancement for the Aishti Foundation, Christian Lahoude Studio addresses the unique location and scale of each project, translating the client's vision into branded architecture.

With a team of talented and passionate architects, Christian Lahoude Studio has completed more than 60 projects in the Americas and overseas – Paris, London, Tokyo, and elsewhere in Asia and in the Middle East. The studio brings an understanding of local markets and an extensive network of contractors and craftsmen. With a clear attention to detail, Christian Lahoude Studio is committed to providing a retail experience that is perfectly choreographed from the façade to inviting, striking interiors.

www.clahoudestudio.com

ABOUT CHRISTIAN LAHOUE

Founder & Creative Director

In 2012, Christian Lahoude founded his studio in New York City, where he has conceived innovative and diverse retail designs for Michael Kors, Harrys of London, Jimmy Choo and Alexander Wang boutiques worldwide.

Prior to starting his own firm, Christian Lahoude developed and implemented key rebranding initiatives as the Design Director at Tiffany & Co. and as a Lead Designer at Gucci's Store Design Department.

Christian gained his early professional experience at Jakob+McFarlane (Paris, FR), and Peter Marino Architect (New York City, USA), where he had the opportunity to learn how to design high-end luxury retail spaces for clients, including Chanel. Through these experiences, Christian brings his refined and unique perspective to establishing the client's aesthetic.

Christian Lahoude was raised in Paris, France, where he graduated from Ecole d'Architecture de Paris Belleville in 2001. In 2004, he received his Masters of Design from the Harvard Graduate School of Design.