

# FIRST IMPRESSIONS: SHOPFRONT DESIGN IDEAS II



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CHRISTIAN LAHOUE STUDIO

## JIMMY CHOO CHENGDU, DACI TEMPLE

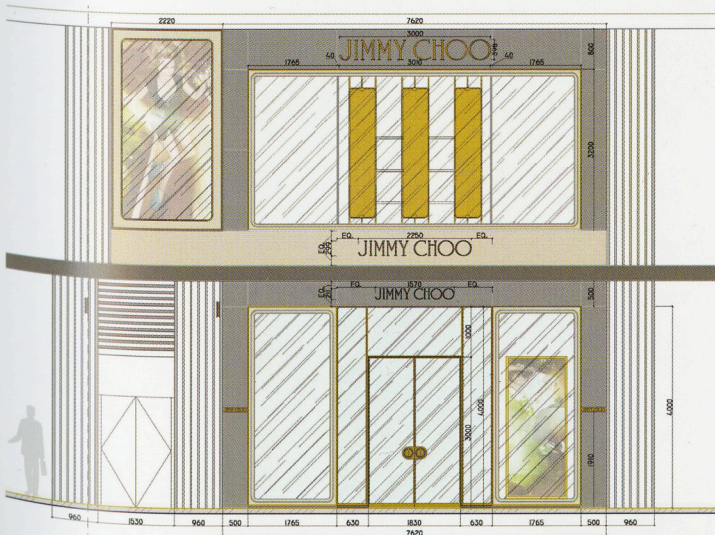
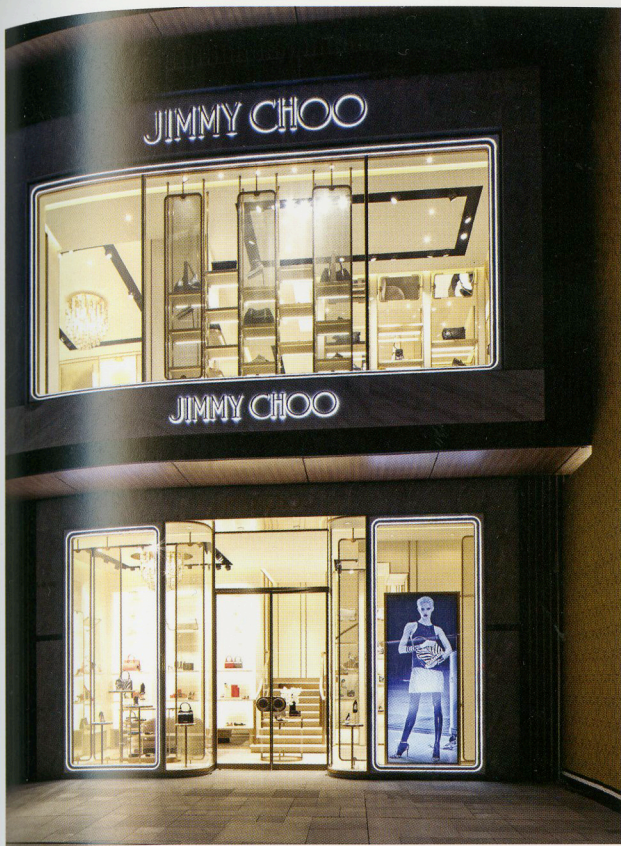
*Chengdu, China*

Jimmy Choo's 140-square-meter flagship in Chengdu, China is a two-level, dual gender store that introduces itself with an 'open' façade, the upper part of which reveals the activity in the store. The lower section of the façade is more complex, with rounded edge cartouche framings that marry retro and modern design through lighting installed within the frames. Marble and metal layering is deconstructed to give way to the light from inside the store.

Draped in white Carrera marble, the welcoming feature stairway continues the theme of transparency as it wraps

around the showcased product. The decor is luxurious but warm, featuring gold mesh panels on walls, a chandelier at the entrance with burnished gold hoops and raw crystals, marble floors, rich grey carpeting, and grey-pink walls. Delicate glass globes are suspended over shelves and mirrors that tilt are positioned above shoe displays.

Completion Date: January 2015 Area: 139m<sup>2</sup> Photographer: Eric Gregory Powell





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## TIFFANY & CO – CHONGQING, CHINA

*Chongqing, China*

This project is a complete renovation for Tiffany's jewellery store located in Chongqing, China. A full architectural intervention included a storefront design and interiors creating an environment connecting the brand's rich history and identity with today's customers in Asia.

The goal was to combine nature, which has always been a constant design theme for Tiffany, with modern architecture to create an uplifting experience within the three-story space. The illuminated site specific sculpture of falling leaves made of Tiffany blue and iridescent metals by Japanese

artist Nami Sawada is viewable from the outside and spans the full length of the entrance, introducing the free-flowing state of the design before one even enters the store.

The classic elements of Tiffany & Co. flagship store on the fifth avenue are employed in this project while its typical symbolic patterns are found on the decorations: the façade has a stereoscopically engraved effect; where the pearly gloss is reflected on the metal exterior, resembling the white ribbon on the famous Tiffany Blue Box®; the frame of the fine steel store entrance is decorated with grain pattern representing nature.





