

the substance of style

Surface



**Architects
Gone Wild**
A Global Tour
of Exciting New
Retail Interiors

Denim Exposed
Special Supplement

**Next Stop,
Wonderland**
Imagination +
Innovation =
Hot New Design

FANTASY

SPECTACULAR
SIGHTS

SPECTRAL
VISIONS

RETAIL TOUR

SEOUL

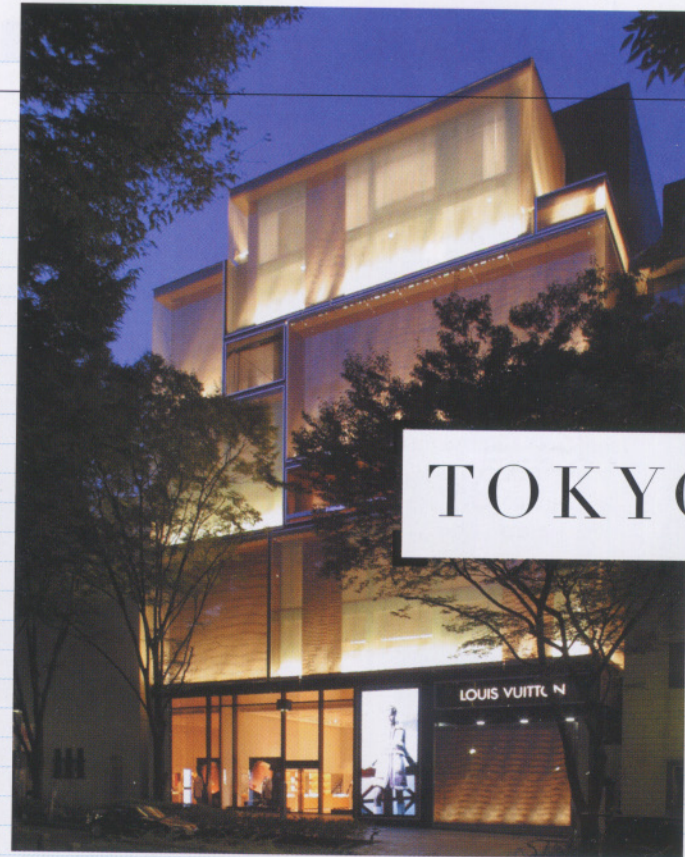


08_MARTINE SITBON

08 Americans may know Martine Sitbon for her specs alone, but the Spanish designer also has a solid touch with floaty chiffon and severe gathers. It's a draping style that's evoked in her new Seoul location, where it ranks as an architectural preoccupation. Glass skins, which are partially mirrored, are intended to make the whole thing seem like

it's aloft, which is no small task given the space's prominent use of raw concrete. For all its conceptual heavy-handedness, the design doesn't get in the way of the clothes — they hang on shifting racks that cut into the space — while the glass walls look out onto an earthbound access road below.

89-20 CHEONGDAM-DONG KANGNAM-GU



TOKYO

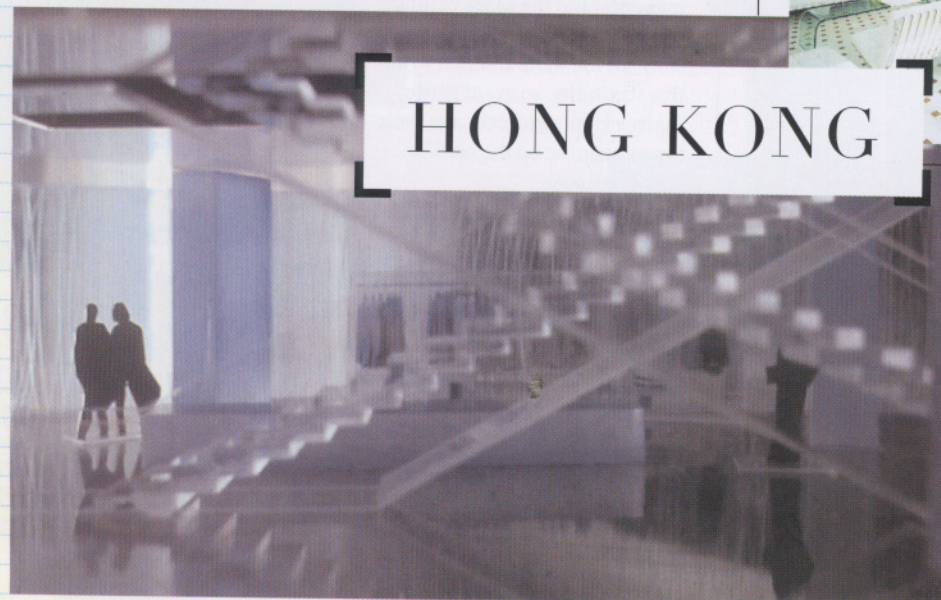


09_VUITTON

09 At 36,000 square feet, Louis Vuitton proves Japan's economic decline hasn't exactly bedeviled the upper class. The new Tokyo building looks like a pile of the brand's famous logo-bedecked trunks, and whether it's on account of the building or the monogram, the store did a brisk \$1 million on its first day. Inside, architect Jun Aoki divided the space into separate boutiques but otherwise kept things typically spare. That way, things don't get too overwhelming — after all, there are ten stories to explore.

5-7-5, JINGUMAE, SHIBUYA-KU

HONG KONG



10_ARMANI CASA

10 Giorgio Armani has something on his mind: the East. The new Hong Kong Armani mixes the délavé linens of the Armani Casa line with the trusty suits, fragrances and jeans we love. The architecture mixes up an unexpected froth of its own, with transparent stairs and a surfeit of resin flooring. And in the Emporio section of the store, three curving, etched glass walls make the odd retail choice of keeping shoppers at bay from the goodies inside.

11 CHATER ROAD

