

透視雜誌

# perspective

ARCHITECTURE  
INTERIORS  
DESIGN

JUNE 2014

www.perspectiveglobal.com

FOCUS: **RETAIL  
& COMMERCIAL**



## ALLAN ZEMAN

The renowned entrepreneur and Hong Kong's 'Father of Lan Kwai Fong' talks to *Perspective* about joining the West Kowloon Cultural District Authority and what lies ahead for the Kai Tak Fantasy

## A&D TROPHY AWARDS 2014

Meet the experts who will be judging the finalists in this year's Students categories



HK\$48  
US\$18  
€15

9 771606 255002

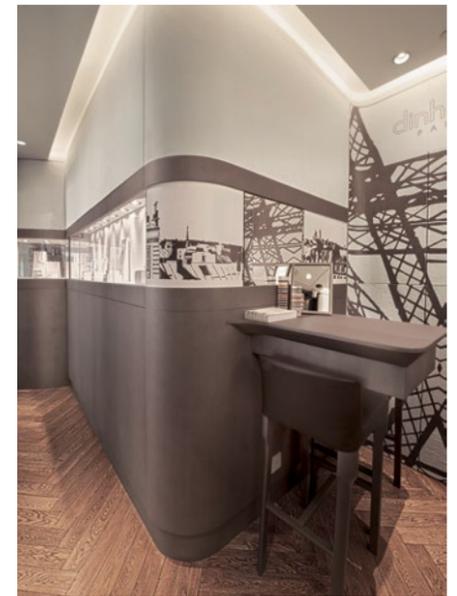
# THE LEAGUE OF EXTRAORDINARY BOUTIQUES

Text: Alex Yu Photography: Courtesy of Dinh Van Paris, Apple & Pie, Alessandro Rizzi and Stefano Tordiglione Design

*Building on each brand's unique DNA, interior designer Stefano Tordiglione, together with his six-member design team, explores the creation of memorable shopping experiences*



A masculine aesthetic pervades the design at the Dikeni menswear boutique in Yingkou, China



For Stefano Tordiglione, founder and creative director at Stefano Tordiglione Design, collaborating with the powerhouse new retail pioneers that are gathering strength in Asia is a delicate balancing act between east and west.

Standing at the forefront in the dynamic process of trendsetting and identity-building among Asian retailers — and given his expanding design footprint in China — Tordiglione is frequently challenged to reinterpret the design elements most often requested by clients: that of 'butterfly', 'flower' and other 'femininely-accented motifs'. "We care a lot about the brands'

identities," he says. "I have Chinese clients who have commented that the warm wood and straight lines we first included are simply too much, despite these being popular in European store design."

For example, his store design for US label Brooks Brothers, unveiled last month at Hong Kong's IFC and Harbour City malls, demonstrates a restrained concept given a quirky twist: "You can't really go more contemporary when the brand is all about its history," he explains.

Tordiglione's east-meets-west aesthetics explain the great lengths he takes in persuading his clients to break the

boundaries between diametrically opposing elements of contemporary style and everlasting tradition. At Wellendorff Jewellery Boutique, famous for its handcrafting, he envisaged a traditional German castle for the store — minus the heaviness of the more elaborate design features. Introduced instead are handmade silk lamps from Israel and Maxalto furniture set against a palette of neutral hues and splashes of vibrant purple, red and green.

"You can never achieve the perfect illumination, because each piece of jewellery is different... I would be a rich man if I could work out the secret formula for the perfect lighting fixtures for jewellery," Tordiglione joked.

Other considerations when he undertakes projects often include the structural challenges: take, for example, the 15 sq-m retail space accommodating the Dinh Van jewellery store at IFC. The client wished to have two entrances as well as an iconic representative of the brand — Tordiglione delivered on both counts, using stylised artwork of the Paris cityscape (including the Eiffel Tower) printed on leather for wall coverings.



Clockwise from top left The Parisian theme dominates the Dinh Van jewellery store • The Dinh Van jewellery store in Hong Kong's IFC mall is a compact 15 sq-m in size • Last September, the 100 sq-m La Korador boutique for Shenzhen EEKA Fashion opened its doors at Centre 66, Wuxi, China



Above Completed in August 2012, Apple & Pie is a 85 sq-m boutique shoe store for children, located at One Island South in Hong Kong. Left Occupying two floors is the 1,000 sq-m Dikeni menswear boutique at Yingkou in Liaoning province, China

“ We care a lot about the brands' identities... I have Chinese clients who have commented that the warm wood and straight lines we first included are simply too much, despite these being popular in European store design ”

Then there's La Koradior in Wuxi, China: modelled on the opera-going experience, the store layout imagines elegantly-dressed celebrities gathering in the theatre foyer to see and to be seen, while fabrics adorn the walls, sumptuous velvet chairs perch in octagonally-framed niches and a VIP room with walls lined with a luxurious, champagne leather.

La Karadior's feminine elegance is a response to it being a womenswear boutique — a more masculine aesthetic can be seen in the prominent marble columns and impressive staircases at the Dikeni store design in Liaoning, in addition to a bar and seating area with lush sofas and warm wood.

Gender labels in store design, however, may not always be appropriate. “It is all about balance,” Tordiglione explains. “For example, it is not uncommon for gents to buy jewellery for ladies, but at the same time female customers will visit the store themselves. There is so much competition in the retail sector that you need a strong identity, otherwise shoppers will not be sure what to choose.” ●