

We Ar

ISSN 1813-7768 Printed in the UK
9 771817 776006
FASHIONWORKBOOK

EUROPE 45 EUR
GLOBAL VARIES
0 0 0 2 2
ENGLISH

global magazine

86 PAGES
PREMIUM DENIM
MEETS COUTURE
70 PAGES FASHION
RETAIL DESIGN
+ SHOP DESIGN
SPECIAL

29

27

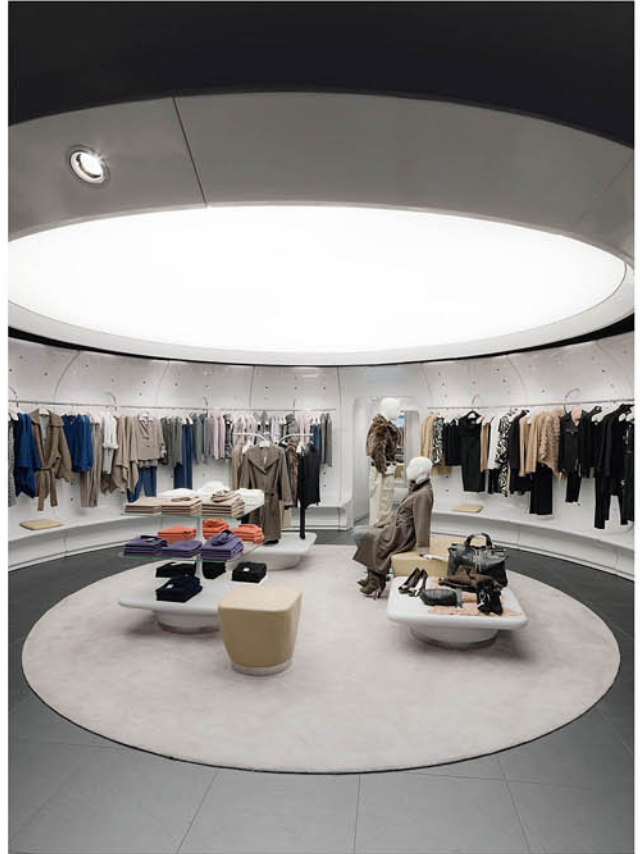


Primus

HERMÈS
PARIS



↑ 555: Valentino, Atlanta



↑ Sybarite: Stefanel, Frankfurt on the Main

Other internationally renowned shop design specialists are also promoting this trend towards individuality. Following is a survey of important voices:

JAMES GEIER—555 Design Fabrication Management, USA:

Current Trend? Sustainability. And the need for clients to take a more individual approach in each of their locations. The personal signature should maintain the underlying brand message. **Future trend?** Stores will focus more on creating an atmosphere that evokes the brand rather than the architecture of the space; individuality and the character of the brand will keep customers engaged. **Exciting new clients?** We were recently chosen to assist in the execution of the new Prada store design.

→ www.555.com

SIMON MITCHELL—Architect and co-founder of Sybarite, UK:

Current Trend? Inspiration can come from anywhere but it's influenced by the needs of the client. We try to stay true to the style of the client and the brand. **Future trend?**

Technology is changing the design process. For instance, digital technology has made it possible for us as architects to develop a mannequin with a bespoke design, like the mannequin we developed for Stefanel—a few years ago, that wouldn't have been possible. **What's exciting right now?** New technologies and the speed of things, which is obviously affecting fashion now too. Inspiration goes both ways: For us with Marni, for example, we take inspiration from the clothes, but we often also see our ideas reflected in the new collections. → www.sybarite-uk.com

HIROFUMI NEGORO—Design Management Director Node Co., Ltd., Japan:

Current Projects? Shopping centers and department stores as well as popular brand superstores in Japan. We have been putting special effort into large-scale stores in China, Singapore and Korea. **Current Trend?** Before now, there was a tendency towards large-scale luxury items, but now even in big stores we try not to pack in every design element. Instead we accentuate certain aspects to create a feeling of quality that finds balance between tension and relaxation. → www.node-net.biz