

<<时尚空间>>

图书基本信息

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## 前言

Presenting a worldwide collection of retail fashion stores , this book surveys what are perhaps global cultures most contemporary spaces. Fashion environments are the spatial representation of themoment , occupying the intersection between the physical world and a world dominated by. images. Like the more transient expressions of glamour magazines and the internet , fashion interiors areintended to capture the imagination while creating and fulfilling desire. While an engaging print adis a mirror holding up an image of our dreams , fashion stores turn the mirror into a stage , invitingus into a world that is in perfect contrast to the usually messy context of our lives. As fashion commerce and consumption increasingly migrate to the web , paradoxically , retail spaces have become even more intense loci of brand identity. They exist , it seems , almost as if to prove that the image is real. But beyond their function as spaces of commerce , fashion interiors are collaborative works of applied art that often bring people from vastly different experiences together. They are individual sites of experimentaon and invention , and as a whole , are a snapshot of our dynamic global culture. As the calling cards for lifestyle brands , successful stores are immersive experiences. They are the semng to engage and persuade , to surround the client in the message. Competition for distinction breeds necessity for invention , which in mrn give innovative design an edge , as well as a tangi blevalue. Ostensibly environments for the display of merchandise , these stores are crafted with thesame tools as an exhibition of fine art. They engage the same territory as the gallery and the museum , which in turn increasingly seem to borrow from the environments of commerce. Even asartists are commissioned for site-specific works within retail stores , museums vie to engage visit orsin similarly compelling ways. For brands , the alchemy of positioning merchandise as if it were arttrans lates to equity , enhancing the aura and the perceived value of the apparel .More and more these circumstances are bringing apparel designers , architects and interior designers , graphic designers , product designers and artists together to create environments that aim to maximze effect. Whether it is a local boutique or a prototype for a larger environmental identity , fashion environments are opportunities to imagine and invent. As physical spaces , retail stores are meaningful precisely because of their temporality and scale. Often produced under impossibly tight schedules , they demand quick solutions with maximum impact. Not surprisingly; these conditions invite risk-taking and experimentation on the part of designers , but what is amazing is the sheer diversity and inventiveness of the resulting environments. Ranging from the detailed and graphic rigor of a draftsperson to the motive drama of spatial theater , the projects in this collection prove that working with one of the oldest of typologies - the shop - does not constrain creativity , but may tend to release it.

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内容概要

Fashion Decor documents the push to go beyond the "lifestyle" approach to merchandising. Retail spaces from around the world feature interiors which are on the surface conceptual, thematic, minimal or wildly decorative. More importantly though, these spaces are full immersion experiences drawing on the creative use of color, texture, finishes, layout, fixtures and furniture to draw in customers and enhance their shopping experience. More than sixty exclusive projects, from the Reed Space's Tokyo shop to the Alexander McQueen store in Los Angeles and the Kensieairl showroom in New York.

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