



NEW PROJECT
THEME : FASHION SHOP vol. **155**



BROOKS BROTHERS

Design Stefano Tordiglione Design Ltd · Stefano Tordiglione
(www.stdesign.it)

Location Harbour City, Hong Kong

Built Area 230m²

Finish Floor: Walnut Wood, Mosaic Tile

Wall: Walnut Wood, Paint, Leather

Ceiling: Emulsion Paint

Photographs Chester Ong

Editor Kim Eun-ji

설계 스테파노 토르딜리오네 디자인 · 스테파노 토르딜리오네

위치 홍콩 하버시티

면적 230m²

마감 바닥: 호두나무, 모자이크 타일

벽체: 호두나무, 도장, 가죽

천장: 에멀전 도장

사진 체스터 옹

에디터 김은지



Entrance



Cashier

The design of the new Brooks Brothers boutiques in Harbour City and Times Square is a continuation of the concept firstly created in IFC, which was inspired from New York at the turn of the 20th century and the Brooks Brothers flagship store at 346 Madison Avenue.

A light box surrounded by semi-circular cherry wood strips is placed amidst the entrance passage leading to the world of Brooks Brothers. In the new boutique, a four-side stone engraving frame is added around the logo to enhance the cohesiveness of the design image. As we walk inside the boutique, the re-designed shirt wall with the new creamy white lighting system and a matching color backing wall enhanced the elegance of this area. The addition of the recess ceiling and the embedded light trough augmented the headroom of the shop, bringing a warm feeling to visitors. Special mirroring effects were created with the placement of a rust-treated mirror on top of the circular recess ceiling to further strengthen the feeling of space. A new set of vintage display tables was introduced to fill the floor space, attaching with low displaying units such as trunks and antique small tables for a dual display system. The iconic grayish mosaic is used in this shop in combination with the dark walnut wooden flooring in order to create the different zoning. Two screen panels toward the back of the shop are introduced for a separation of the VIP areas, with a design that is reminiscent of the signature metal grid of façade. At the far end of the shop there is a fireplace next to the made-to-measure area to highlight the cozy environ-

ment, alongside with a red tailor-made red chesterfield sofa. The result is an elegant and welcoming space, aligning with the brand's image. Several colorful rugs with trendy geometric pattern are added for creating a dramatic contrast with the main wooden colors of the shop. Furthermore, the wall of the fitting rooms are laid with macro-shooting photos of Brooks Brother's shirts, with clear image of the fabric in detail to highlight the achievement of the brand in fashion design.

Overall the new design pays tribute to the tradition of Brooks Brothers in its pursuit of high quality and yet, it brings a sense of freshness to the ambience of the boutique.

홍콩의 허버시티 내에 자리 잡은 브룩스 브라더스(BROOKS BROTHERS)는 20세기 뉴욕의 모습을 담아 고급스럽고 세련된 디자인을 선보인다. 입구는 반원통형 널빤지와 함께 금속 격자, 석재 조각 프레임으로 세심하면서도 따뜻한 느낌을 전하고 있다. 내부는 호두나무와 모자이크 타일, 다채로운 색상의 카펫 등이 극적인 대조를 이루며 공간을 효율적으로 구획하고 있다. 또한, 천장은 한가운데를 둥글게 파고 거울과 간접 조명을 매입하여 따뜻한 공간감을 강조하고 있으며, 곳곳에 트렁크, 골동품 탁자 등 앤틱 가구들을 활용한 진열장으로 고풍스럽고 클래식한 느낌을 연출하고 있다. 안쪽에 배치된 맞춤복 구역에는 붉은색 체스터필드 소파와 벽난로로 집과 같은 아늑한 분위기를 자아내며, 탈의실은 블루 색상의 가죽과 사진 이미지를 적용하여 트렌디한 느낌을 부각했다.



Display





Woman area

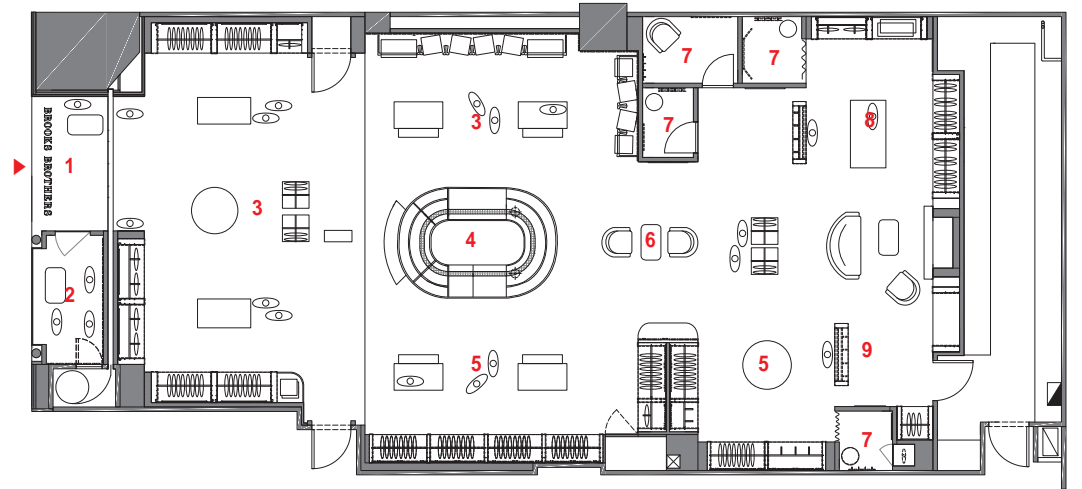


fitting room



Made area

- 1. Entrance
- 2. Show window
- 3. Man area
- 4. Cashier
- 5. Woman area
- 6. Relax area
- 7. Fitting room
- 8. Made area
- 9. Accessories area



0 1 3 5 10m

Floor plan