

ART & DESIGN



INSTALLATION: *Gentle Monster*

The Beijing flagship store of South Korean eyewear company Gentle Monster exemplifies the art-end to which retailers are edging. For its 2016 'Secret Neighbors' campaign, a fictitious apartment was propped with art and incidental eyewear such as the Gentle Monster x Opening Ceremony 'Cara' sunglasses (left). gentlemonster.com

AS A TSUNAMI OF INTERNET TRADE LEVELS THE RETAIL LANDSCAPE, BRICKS-AND-MORTAR STORES IMMERSE THE SHOPPER IN AN UNEXPECTED STORY.

Edited by ANNEMARIE KIELY

PEOPLE: *Justin O'Shea*



Australian Justin O'Shea, the new creative director of Italian tailoring giant Briani, is shaking up the sartorial traditions of Rome with his refined gangster style. Think Metallica, Gothic typeface and the arch minimalist style of British architect David Chipperfield, all custom-fit for the 'exceptional' shopper experience. briani.com

INTERIOR DESIGN: *«Neri&Hu»*

Inter-disciplinary design practice Neri&Hu converted an existing building in South Korea into an immersive store for skincare company Sulwhasoo. A lattice of glowing brass rods extends through five floors to make the display space a sculptural beacon.

en.neriandhu.com

RENOVATION: *Dimorestudio*

Challenged to fit multiple fashion brands in a Renaissance palazzo in Turin, Italy, Dimorestudio looked to Art Deco and art by the late Louise Bourgeois. lagrange12.it; dimorestudio.eu



RETAIL FUSION: *Tom Dixon*

Tom Dixon has launched in Los Angeles with Curve fashion boutique and real estate developers The Runyon Group. Dixon items, such as the 'Stone Table Light' (left) and the 'Bell Brass Table Light' (below left), are styled into a sensory context to enliven the experience of his design. tomdixon.net

