



Where East meets West

Whether designing the interiors of luxury fashion stores, boutique hotels, high-rise residences, or a Fortune 500 corporation, Garde always strives to deliver a special brand of Japanese design aesthetic that has appealed to its clients for the past 26 years.

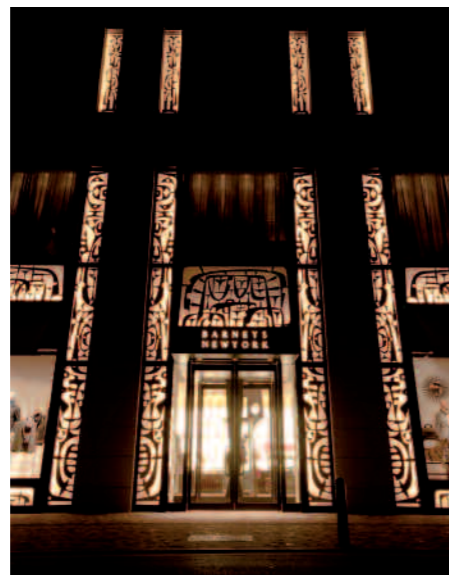
Last fall, Barneys New York celebrated the grand opening of its fifth flagship store in Japan.

The new store is located in the heart of Fukuoka's commercial district, a scenic part of town with a leafy green park and historic shrine across the road.

The main focal point of the store is its unique facade design. The facade is lit up by twelve light beams that grab the attention of passersby and stands out from the surrounding buildings.

Upon entering the first floor, the visitor is greeted by a beautiful and large, oval-shaped sculpture that symbolizes Barneys New York and visually connects the first and second floors.

The building consists of four floors, with a gross area of approximately 2,600 square meters. The basement floor is the men's hall, you will find men's suit, designer sportswear, and shoes.



On the first floor, shoppers will find jewelry, handbags, accessories, fragrances and men's furnishing and luggage, while the second floor is home to women's contemporary casual clothing and shoes. The third floor is reserved for women's designers' sportswear product as well as home decor items.

Although the store has an abundance of merchandise on display, care has been taken to closely adhere to Barneys New York's 'classic and modern concept while ensuring that a spacious feel is maintained throughout the store.

Barney New York's theme of "Taste, Luxury, and Humor", which has been the brand's core concept in Japan from the start, was realized in an imaginative manner by Mr. Katsuhiko Taniguchi, the brand's creative director, and is prevalent in each aspect of the store design.

A WORD FROM THE DESIGNERS

Soichiro Matsuda

We had previously designed the Ginza and Kobe stores, which had three floors. Since the newest store had four floors, our biggest challenge was how to draw shoppers to all the floors. We had to come up with a plan to make each floor uniquely attractive while maintaining a consistency between space and products. To address this issue, we made slight design changes at each floor to create a varied shopping experience for the visitors.

Jun Miyakoshi

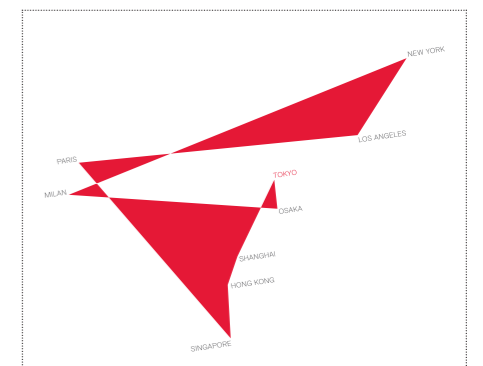
From start to finish, I approached this project with the mindset that Barneys New York is a magical place. To evoke the ambiance which is unique to Barneys New York, and enable customers to fully appreciate its distinctive space and products, I was required to concentrate on space design and understand the story behind the brand. Collaborating closely with Mr. Katsuhiko Taniguchi, creative director of Barneys New York, we made a number of visits to vendors and

partners to define the essence of Barneys New York. As a result, we were able to create an exceptional space at Barneys New York Fukuoka, one which will enthrall customers and keep them coming back.

About Garde

Garde is an international branding and design company, focused on the creation of unique and timeless spaces, based in Tokyo, with offices in Osaka, Hong Kong, Singapore, Milan, Paris, New York and Los Angeles. They offer services in the following sectors: office, retail, residential, hospitality, food & beverage, entertainment, public spaces, healthcare and mixed-use facilities and beyond.

Through their global network, multicultural perspective, team of talented designers, and cutting-edge knowledge of the latest trends, we are able to translate our clients' vision into inspiring results. They are committed to supporting clients' design needs via our three pillars of expertise – CONSULTING, DESIGN, and COORDINATION.



GARDE

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