



Retail therapy

Where 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.

Garde successfully competed for and won a design competition for the Emporium, a large multi-brand store in Baku, the capital of Azerbaijan. The new 2,500m² store, developed by Sinteks MMC, is located at the marina of Baku's scenic bay overlooking the Caspian Sea. Garde provided a variety of services from master planning to schematic design. Provided with a narrow 80-meter by 8-meter detail, Garde created a unique shopping experience.

Yukio Ishiyama, director and architect, Garde Italy, comments, "The client's brief was a multi-brand store, a storage area, a bar and VIP rooms. It was up to us to create the design concept and we came up with the idea of

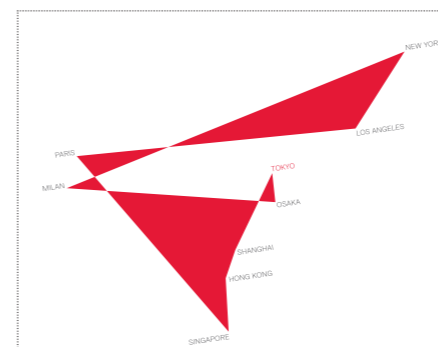
"Silk Road where East meets West" and "East Europe meets Russia" – a blend of different cultural elements."

"To bring the concept alive, we created a series of slopes to connect the retail spaces, inserted balconies inspired by the ones in Baku city, and used squares and arabesque shapes to connect with the local culture. To address the biggest challenge of fitting everything into such narrow space, we came up with the idea of dividing the space into three floors. To avoid a claustrophobic feel, we randomly placed shapes throughout the space and along the sides of the slopes. The variety of shapes and varying heights (between 2.2 and 7 meters) further helped open up the space."

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.



Contact

Telephone: +813 3407 0007
 Email: ikeda.yasuko@garde-intl.com
 Web: www.garde-intl.com

