



★★★★★
BEST RETAIL INTERIOR
CHINA
 P-Plus
 by Garde Co., Ltd.

HIGHLY
COMMENDED
BEST RETAIL INTERIOR
TAIWAN
 Uni-President Hankyu
 Department
 by Garde Co., Ltd.

China



Garde is a design company focused on the creation of unique and timeless spaces. Whether commissioned to design the interiors of luxury fashion stores, boutique hotels or high-rise residences, Garde always strives to deliver a special brand of Japanese design aesthetics that has appealed to its clients for the past 26 years.

Garde worked with Shenzhen P-Plus Department Store Company to launch its new retail concept in mainland China. A design concept and signage imagery was required to convey P-Plus' brand image in a meaningful and artistic way. It was important to raise P-Plus' global awareness to its target market of women and couples aged between 25 and 39 since it was the brand's debut in the marketplace.

The client requested that the concept was to be 'not too casual and

not too high-end'. This resulted in Garde coming up with the idea of creating a warm and soft ambiance by using natural materials, curvy walls and funky furniture. As multiple sites were involved, the furnishings and fittings had to be easily assembled at each one, hence unit-wall and uniform furniture proved the best option.

Water drip sculpture forms the stunning main design element, representing water dripping on to a shop's floor from a cloud-like recessed ceiling. This theme is also reflected in a 'water fall' space created with light green mosaic tiles, attractive displays shaped like the ocean's waves and ripple effect hanging artwork. Showcasing different brands to customers in innovative and creative ways, the overall design concept supports P-Plus' quest to become instantly and highly recognisable in the fashion industry.

Taiwan



Garde has also worked closely with Hankyu Department Stores in Japan over the past decade. Last year, Hankyu continued its expansion in Taiwan by opening a second store in Taipei. Located in the city's new booming commercial and shopping district, it boasts 26,000m² of shopping area spread across nine floors. Garde's scope of services for this project included every aspect from the basic design concept and direction to the architectural façade, entrance and interior public space design.

Based on Hankyu's worldwide new store concept, which was also created in close collaboration with Garde, the concepts of 'Brilliant Elegance' and 'Excitement' were expressed throughout the department store. The client's brief was to create the most feminine department store in Taiwan, targeting

the most trend-conscious and discerning generation.

Every element of the design has been created to ensure that customers enjoy a glorious shopping experience from start to finish. Taking centre-stage on the ground floor in the beauty department is a stunning chandelier. This symbol of Hankyu Department sparkles and shines down on visitors throughout the day and night.

Progressing through the store, each level has been given a different but equally striking concept, enhancing the buying experience and also ensuring repeat business. By creating a perfect shopping environment with an ideal collaboration between the floor concept and merchandising, a customer's buying motivation is stimulated through an experience that is exciting and invigorating but completely stress-free.



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Garde Co Ltd
 5-2 Minami-Aoyama,
 Minato-ku,
 Tokyo 107-0062,
 Japan
 t: +813 3407 0007
 f: +813 3407 5466
 e: info@garde.co.jp
 w: www.garde-intl.com