

# INTERNATIONAL PROPERTY

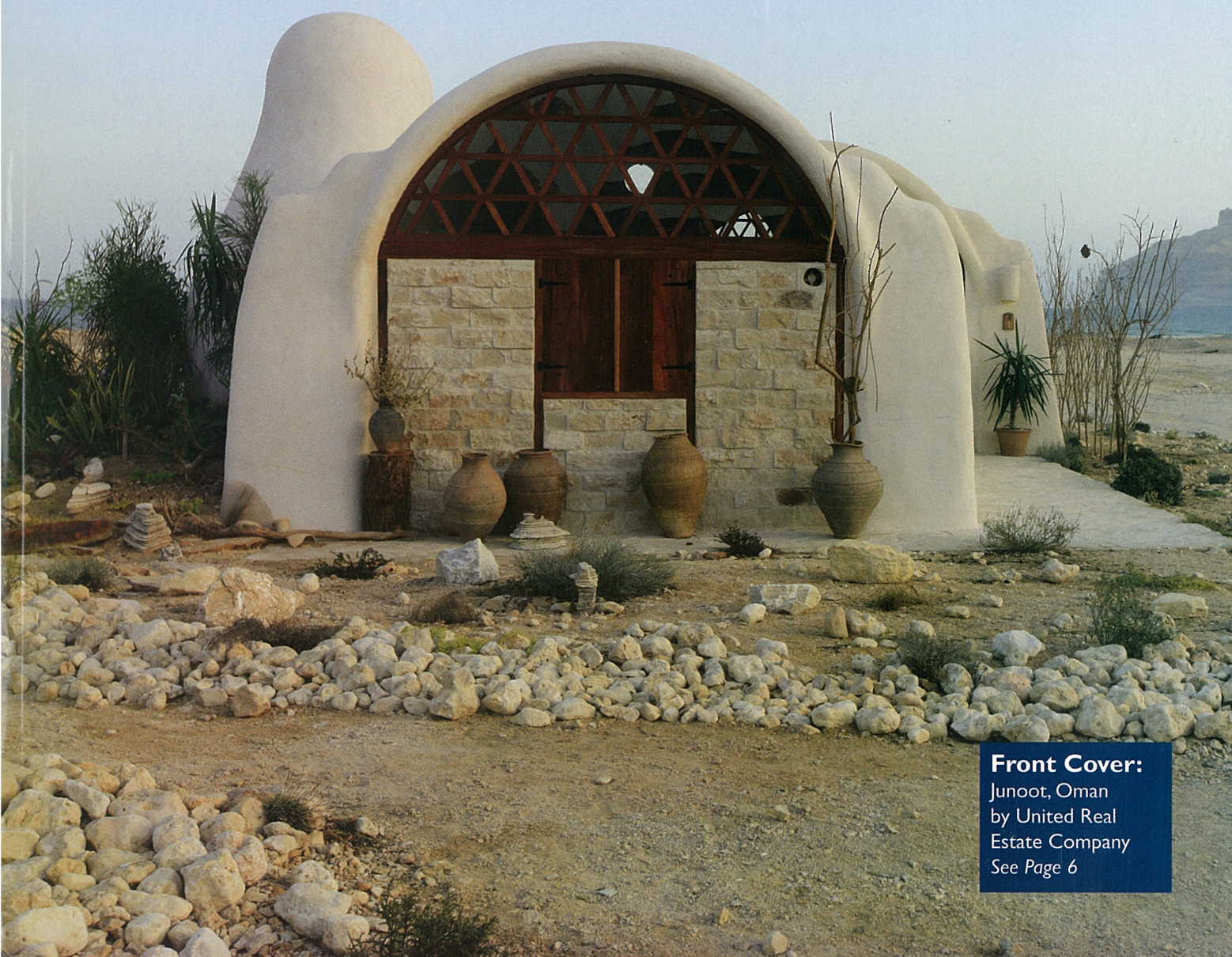
*& Travel*

COMPLIMENTS OF **Emirates**

THE FINEST HOMES, TRAVEL AND LIFESTYLE

Vol. 20 No. 3

**FREE INSIDE**  
World's Best Properties  
& Hotels Asia Pacific



**Front Cover:**

Junoot, Oman  
by United Real  
Estate Company  
See Page 6



# Redefining retail

International interior design specialists Garde have extensive skillsets across a range of sectors. We discover how their retail expertise can transform shopping into an experience



## Hankyu Department Store, Osaka

Hankyu Department Store in Umeda (Osaka) opened in November 2012 after an extensive 8 year renovation. Garde was responsible for the interior design of eleven floors (B1-9F and 11F) and the façade design. The project encompasses over 80,000 square meters of floor area. The new 'Hankyu Elegance' is a style that can be defined as a modern interpretation for the 21st Century. The theme is represented with the motif of 'sky', 'earth' and 'life' which are the essential elements in the natural world. The style pursues the beauty of nature that comforts the modern heart in a simplistic manner free of extravagant extras.



### DESIGNER'S NOTES AKIRA KAJIWARA

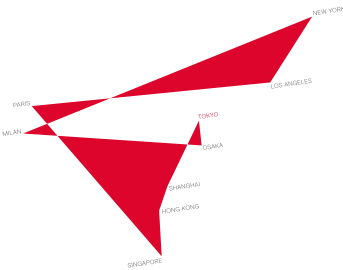
If I think about 'Hankyu's Elegance', I start with the concourse as the true symbol of the old building because it is the first department store ever built inside a terminal station. It is designed with a dynamic weather pattern and an organic motif that conveys first-class elegance. If we look at the main chandelier at the first floor, we can see that it resembles the shape of a glittering star. It conveys a romantic feeling of the vast universe and its infinite number of stars. A motif of flowers in full bloom is prevalent on the walls and glass partitions.



### DESIGNER'S NOTES MASAHITO KAMEKAWA

I have been responsible for the design of the 1F, 2F and 3F. These floors are dedicated to women's goods (seasonal products, shoes, accessories, bags, cosmetics). In particular, the 1F and 2F are organised with a design of the ceiling, pavement and pillars called 'Hankyu Style' that represents the identity of Hankyu. There are strict guidelines that these features stand apart from the sales areas. The challenge was creating a design that fit the demographics and taste of the customers and accommodates a wide variety of products. From the sales counter layout to the detailed design, I studied and planned for the most effective way to guide the gaze and actions of the customers in the passageways.

Hankyu had a progressive view regarding the merchandising concept and wanted us to design the sales areas to achieve the goal of attracting customers. Hankyu made the decision to reach for a higher concept that surpasses classifications by category, age, and taste. For example, a new classification was created based on the sensitive nature of gift giving in Japan.



### DESIGNER'S NOTES YUTAKA YAMAMOTO

I was responsible for the women's clothes floors (3F-6F) and luxury items (2F-3F and 5F). I had gathered previous experience with Hankyu's stores in Nishinomiya and Hakata and I knew that in this project I should create a stimulating shopping experience in order to keep the customers coming back for more. I took up the challenge of clearing my mind of the conventional design concepts of department stores. At the centre of the 3F, (The International Designers Floor), is the select shop D.EDIT. The interior is inspired by the warehouses of the Meatpacking District in New York, a place that symbolises the forefront of fashion.

The theme of the 4F, (The Umehan Jannu Floor) is a vacation resort where the customers can enjoy a change of scenery strolling down the meandering street. I designed the 6F, (The Premium Closet), with the theme of a big greenhouse with blooming flowers.



### DESIGNER'S NOTES SHINYA MIZUTANI

I was responsible for the design of the 11F dedicated to children's clothes. At the centre of the 11F there is a stairwell. In order to attract the customers and guide them around the open space, I created the concept of a 'wonder trip'; designing every corner with a different theme, mixing items for adults' taste with fun attractions at children's eye level. Moreover, for the 8F, the space dedicated to sporting goods called INGS, I came up with the idea of flexible boxes that allow the environment to be modified with graphics.



## Cosmetic Palette, Tobu Department Store

The renovation of floors 1F and 2F of Tobu Department Store in Ikebukuro was completed and opened on the 6th of September, 2012. The two floors are dedicated to cosmetic products. The Cosmetic Palette (1F) is a specialist area for make-up, skin care, and inner beauty where customers can freely choose their products while receiving cosmetic counselling. The Cosmetic Palette enhances the sense of luxury and elegance with champagne golden colours and white shades in contrast with the vivid colours of the products. The Cosmetic Floor (2F) displays forty seven brands over an area of 1,000 square meters.



### DESIGNER'S NOTES AKIRA KAJIWARA

In the Cosmetic Palette, I designed a colourful shopping experience for cosmetics in a modern way, using the circle as a motif, designing ripples on the ceiling, floor and walls. The floor is a gradation of mosaic tiles, designed to invite the customers to have a cheerful and relaxed shopping experience. Since it is a 'self service' area, I have paid special attention to the planning in order to make it simple for customers to select and buy the products in each corner, arranging explanations and mirrors near every product. Since the Cosmetic Palette is located near the entrance, at the 1F of the Department Store, it is a key area to attract entering customers with high business potential. I have given priority to this idea by designing gentle curves that invite customers inside on a tour to a cheerful shopping experience.

**Garde** is an international consulting and design company, focused on the creation of unique and timeless spaces, based in Tokyo, with offices in Osaka, Hong Kong, Shanghai, 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, Garde is able to translate their clients' vision into inspiring results. They are committed to supporting clients' design needs via three pillars of expertise: consulting, design, and coordination.

**GARDE**

Telephone: +813 3407 0007

Email: [ikedaya.suko@garde-intl.com](mailto:ikedaya.suko@garde-intl.com)

Web: [www.garde-intl.com](http://www.garde-intl.com)