

Los Angeles Report

January 2018

CONTENTS

* Project 1: La Brea Avenue

La Brea Avenue 3rd and 4th street

Project Overview

This month report will focus on La Brea Avenue, recognized as one of the must-see for interior design enthusiasts with its one of a kind boutiques. With many well-known architects doing renovation for some of the stores as well as a strong re-use development policy, La Brea is an area constantly changing and evolving. We will focus on two shops this month: Best Made Company and AETHER.

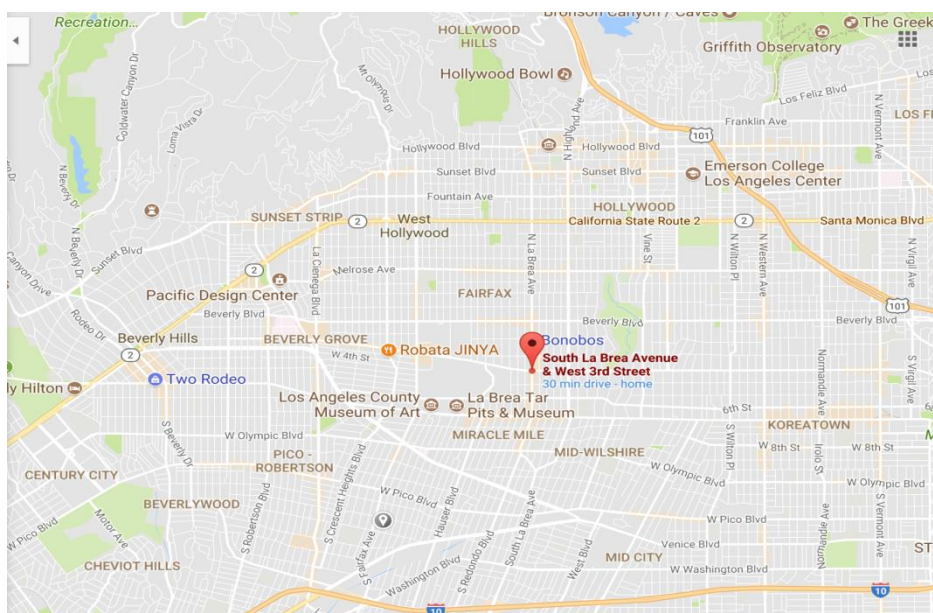
Best Made has currently three stores, two in New York and one in Los Angeles. The creator is a well known graphic designer while its products are mainly designed for outdoor activities. As for the shop design, the exterior remain rather simple while the interior has strong features with the use of almost nostalgic wooden crate and bookshelves for merchandize display. The floor is sanded and sealed into the already existing old concrete. Many elements remind of outdoor: boats, garden, mountains, and many archery equipment (not for sale) are also on display to create an atmosphere like nowhere else.

AETHER is another outdoor apparel boutique but this one has its root in Los Angeles. Window displays are opened to the exterior making the boutique mostly open to the street. Contrary to Best Made which gives off a more vintage feeling, AETHER design is simple yet modern. The products are designed to be high-tech and functional as is the shop.

Project Details

1. Outdoor products - Outdoor apparel (Retail sotres)
2. Target Customer: Everyone
3. Websites: Best Made - <https://www.bestmadeco.com> AETHER - <https://www.aetherapparel.com/>

Location Map





Orange strap used in the store were used to be a real cotton strap to tie down the wooden crate on the boat and as the picture shows this strap is really anchored to the concrete floor. (Best Made)



Drapes separate the archery display which is not for sale. They are only here for exhibition purposes but are the key theme and emphasis to the graphic color design and balance of the store

These axes on the display wall beyond the bar have a very delicate graphic design applied as they remind us of the American Indian tribe colors. (Best Made)





AETHER is fully opened to the street (windows can be opened or closed on both sides of the entrance door)

