

GARDE worked on rebranding for the Chinese women’s fashion brand “LANCY” and branding design for the new brand “L By LANCY”



GARDE CO., Ltd. (Headquarter: Minato-ku, Tokyo; President: Guido Tarchi), a global provider of total interior design, consulting and coordination services for retail, large-scale facilities, hotels, offices and residences, designed the first store after the rebranding of Chinese luxury women’s fashion brand “LANCY” and the first store of the newly launched second line “L By LANCY” starting from the concept planning, concept design, schematic design, construction document and supervision.

Since its establishment in 2000, LANCY has been a high-end women’s fashion brand that offers fashion for every occasion targeting sophisticated urban women with charm, experience, and influence. Competition in the Chinese women’s fashion market is becoming increasingly fierce as average incomes rise, needs diversify, and markets become fragmented. While the trend toward casual and street fashion continues, there is also a growing emphasis on “brand value”, and there is a stronger demand for brand reliability, not just luxury. In response to this trend, the mission was to redefine the brand value of “LANCY” and to brand “L By LANCY”, under the same company.

GARDE

LANCY

We aim to support sophisticated women living in the city by dressing them with unique styles. We also hope to deliver love and power to the world while increasing consumer empathy for the brand value. The concept of the store design is “My place, My time”. With the image of a “mansion” where girls live, we created a sophisticated yet relaxing space by using high-quality materials and bright, warm tones throughout.

In the store, a “gate” is placed as a symbol of a “mansion”, and the material of the floor was also changed with different expressions to create an atmosphere of the space. We were conscious of carefully expressing delicate femininity with fine details by creating a luxurious space using the brand’s original LC pattern. We believe that customers should feel what the brand represents as soon as they step into the store.



GARDE

L By LANCY

While maintaining the elegant and sophisticated worldview of LANCY, the brand targets a wider and younger audience. Based on the design concept of “My place, My time”, the space is designed to communicate the glitz and glamour of the brand.

Their customized chandelier features the L By LANCY logo is displayed in the center of the stores and creates a very festive and inviting atmosphere.





Scope of work

Concept planning, Concept design, Schematic design, Construction document and Supervision

About GARDE

As a branding and design firm, GARDE designs spaces for retail, offices, residences, hotels, restaurants, and complex facilities. With a global network, deep insight into diverse societies and cultures, and a talented design team, we bring our client's visions to life in each of the three pillars of consulting, design, and coordination, creating spaces that combine outstanding design and functionality. In addition to our Tokyo headquarters and Osaka offices, we have offices in Hong Kong, Shanghai, Singapore, Kuala Lumpur, Milan, Paris, New York, and Los Angeles. A new office is scheduled to be established in Dubai in the near future.

Project Member

LANCY Design Director

Arata Saito

Design Division, Design Department 2, Design Director, First Class Registered Architect

After working mainly on brand design and construction in Tokyo, he became a member of the Asia Pacific Division and started working from the GARDE Hong Kong office in 2003. Mainly working within China and Southeast Asia, he designed the VIP area of K11 in Guangzhou, China. In the project "SHUIWAN 1979" in Shenzhen, China, he was involved in a wide range of activities from office building environmental design to interior supervision. He returned to the Tokyo office in 2020 and continues to engage mainly in overseas projects.

LANCY Designer

Minami Kohmura

Brand Second Operations Division, Design Department, Assistant Designer

After studying interior architecture in the USA and obtaining a BFA, she joined GARDE. Since 2017, she has been involved as a local architect for import brands such as Pomellato, Stella McCartney, Giuseppe Zanotti and Aesop. Since 2019, she has also been involved in concept planning, general design and structural design for THE ME's prototype store and engaged in the development of the Jingumae store opened in 2020.



L By LANCY Design Director

Shunji Sakuta

Design Division, Brand Design Department, Director, Senior Architect

Mainly engaged as a local architect for overseas and domestic luxury brands for many years, he worked as a local architect with a focus on large flagship stores with more than 1000 square meters such as VALENTINO GINZA SIX and GUCCI GINZA in 2018, and GUCCI AOYAMA in 2019. In 2020, he also cooperated with the design of the flagship shop of the jewelry brand NIWAKA Ginza.

L By LANCY Designer

Makoto Otani

Design Division, Large-scale Facility Design Department 2, Designer

After joining the GARDE in 2016, he worked in the PM Department of the Brand Business Division, where he managed the interior construction work for imported brands opening stores in Japan. In 2019, he worked as a local architect for imported brands ranging from apparel to cosmetic at the Design Department of the Brand Business Division. Since 2021, he has joined the International Design Division, where he works as a designer in various projects both in Japan and overseas with the focus on the design for apparel shops, large-scale commercial facilities, and hospitality design.

[Enquiry regarding this press release]

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