



Lotte Department Store

Seoul, Korea

Client Lotte

Architect Universal Design Studio

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Contract value £750,000

Photographer Yum Seung Hoon

Within the 5th floor of Seoul's Lotte department store Universal created a 1,480 sq ft luxury retail environment. Known as Eleden, the area was dedicated to women's luxury items from New York, Tokyo, Milan and Seoul.

The gallery styled space was lined with a sculptured tiled wall, the intention of which with its 3-D representation of a traditional Korean textile, was to frame contemporary design while referencing Korea's traditional crafts. The space was then broken up by a series of small rooms separating brands without completely segregating them. This informal separation was achieved with translucent and transparent screens illuminated at their base.

The floor also included a number of designated areas for concession brands, display and seating as well as a television studio for Lotte's new fashion channel.



Space.NK Men

London

Client Space NK

Architect Universal Design Studio
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Gross internal area 480 sq ft

Photographer Bbliothèque

The concept brief for Space.NK's new men's store was to create an aspirational yet accessible space that supported the unbiased, professional yet friendly approach of the brand.

Illuminated shelves line the muted walls to form a 'product gallery' allowing customers to browse anonymously and shop by brand. A 6 metre Corian and red lacquer testing unit bisects and dominates the linear store, deliberately creating a permanent physical barrier between customers and staff as they circulate. This allows for continuous counter service whilst ensuring the customer never feels crowded by staff. The counter was raised to bar height while a linear light fitting hovered above to create an intimate illuminated space in which to display tester products and product information.

In addition there is a unisex spa situated in the women's Apothecary. A glass and folded metal treatment to the back wall contrasts with the sultry palette of the men's room and provides a transitional element as it articulates around the rear walls of the Apothecary to the communal spa waiting area.