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*INTERNATIONAL DESIGN INTERIORS LIFESTYLE

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LIMITED EDITION COVER
BY RICHARD PATTERSON



NEWSPAPER

RETAIL DESIGN

Shop tactics

Shopping and great buildings are just about our favourite things. It lightens our load and lifts our hearts when we can fit both into a single trip. Luckily, a wave of new emporia house covetable products in bold buildings with inspirational interiors. From Los Angeles to Istanbul, these are store designs that redefine retail therapy





2 Marc Jacobs, Los Angeles

Two new stores set the tone

New York architect Stephan Jaklitsch's collaboration with Marc Jacobs has already resulted in almost 50 stores and showrooms for the designer, from Boston to Shanghai. The two LA boutiques that opened last spring are particularly easy on the eye, and contribute to the transformation of Melrose Place into the city's new fashion district. The larger of the two buildings, at 8400 Melrose Place (above), houses the men's and women's collections. Meanwhile, opposite, at 8410 Melrose Avenue, is the biggest Marc by Marc Jacobs store in the world, home to the diffusion line. Stephan Jaklitsch has created two quite different propositions, each with its own form of theatricality.

The ivy-covered collections building references classic Hollywood glamour and is swathed in rich materials like Emperor marble, lacquered ebony and sycamore panelling. Jacobs aficionados can gaze up at the 1950s Venini coloured glass chandelier while perched on Christian Liaigre's sumptuous curved sofas. Marc by Marc Jacobs, on the other hand, has an industrial-chic feel, making the most of the 1960s building that was once a dry-cleaner's. The original wood trusses were restored, and the place was given a lick of grey-blue paint to complement the brand's signature navy blue oak flooring. And Marc Jacobs is so pleased with Jaklitsch's efforts at Melrose Place that they now serve as the models for all his new boutiques. 8400 Melrose Place and 8410 Melrose Avenue, Los Angeles. Tel: 1.323 653 5100 and 1.323 653 0100



GLAMOUR MODELS
Top, the floor to ceiling velvet curtains, lacquered ebony columns, Venini chandelier and sumptuous sofas add some Hollywood glamour to the Marc Jacobs collections store

Above, Addressistanbul's three-sided glass stores bring some retail glamour to Istanbul's design-conscious middle classes

3 Addressistanbul, Istanbul

The city's first design mall

Until last November, Istanbul didn't really have a homeware design hub, but now its burgeoning middle classes can cruise around the elite environs of a mini mall dedicated to all things stylish, from sofas to tealights. Addressistanbul has been designed by local architectural bigwig, Emre Arolat, and is a far cry from the bland malls that have so far infected the city. Its owner, Turkish entrepreneur Funda Akin, wanted to make a real design statement with the interiors, so Arolat came up with three-sided glass boutiques, accessed by long, shiny, raised concrete walkways. Mall stores include top names like Bang & Olufsen, Becara, Hilker and Riviera Maison. Meanwhile, Turkish fashion designer, Bahar Korcan, will take space there for her first homeware collection.

Akin, who was previously with management consultancy McKinsey, knows her customers. She says that the growing middle classes are well educated, have studied, worked or travelled abroad, and appreciate the European aesthetic. Home decoration is now the third biggest retail sector in Turkey, and ABCs account for 60 per cent of its consumption. What's more, with the recent introduction of mortgages, Turks are switching from renting to buying, and new homes are being built at the rate of 400,000 a year. »
2 Akin Plaza, Sisli, Istanbul, tel: 90.212 320 6262, www.addressistanbul.com