Project Description

The purpose of the renovation of Oldenburg’s biggest fashion boutique was to make it brighter, more modern, and more open. And now it is not only brighter, more modern, and more open, but also more structured. This is a result not only of the completely new glass facade and the expansion of the sales floor, but first and foremost of the new store concept. To make movement through the extensive fashion boutique more of an experience and to help shoppers orient themselves, individual brand worlds and themed areas were created. Room-in-room settings structure the space of the fashion boutique without impeding it. Young fashion will continue to be on sale in the basement along with the current season’s trends. The premium fashion department on the first floor has been designed like a Parisian loft apartment – exposed walls and black metal meet on filigree bronzed brass storage elements and padded tables.

One floor up, where new retail space for menswear has been created, a floating espresso bar with views over all the floors and the boutique’s atrium invites shoppers to pause for a while. A world of children’s fashion has also been created. Through an industrial wood scaffolding effect portal, shoppers reach a captivating adventure scene with a child-friendly atmosphere that is created by a bright colour scheme and warm wood panelling.

The exterior of the fashion boutique exudes both simple refinement and compelling urban form. The ground floor facade remains recessed so that visitors can continue to benefit from the protective covered walkway. The panelled facade takes up the motif of a type case with sections that can be opened and closed in different configurations. This creates an animated interplay – by day the boutique presents itself as an elegant and reserved homogeneous body, whereas in the dark it shines out like a colourfully fitted showcase amidst its surroundings.

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ARCHITECT
BLOCHER BLOCHER PARTNERS,
Stuttgart

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PHOTOGRAPHER
Joachim Grothus

Project Photos

[Images of the store interiors showing the design and layout]
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