

# POWERSHOP 5



new retail design

FRAME

abraham chan

Where Hong Kong, China  
Opening January 2015  
Client Pedder Group  
Designer Abraham Chan (p. 408)  
Floor space 77 m<sup>2</sup>  
Shop constructor Ardes Design Associates  
Photos James Fung

# pedder red flagship

Each room is bright, pale and smooth with accents of colour in the form of the showroom rug and a window display.

Abraham Chan describes this shoe and accessories flagship as 'a small shop designed to act like a big one'. At only 77 m<sup>2</sup> with a ceiling height of 2.3 m, this heavily trafficked store in the Harbour City Shopping Centre highlights the sales desk, keeps shoppers moving fluidly through its two entrances and showcases a large, changing inventory that they made easily restockable. The design team divided the space into three rooms, including a long rectangular gallery that is the primary retail floor, the narrow walls of which give it the illusion of height; a smaller anteroom where purchases are made; and a super-compact stock room in the rear. The room divisions establish a hierarchy of spaces that encourage browsing. The display and sales rooms are distinguished subtly by their complementary but distinct finishes: the display room is lined with grey oak, bespoke wooden shelving, a natural oak floor and a custom cut-pile wool area rug in jewel tones that injects colour into the space. The point of sales area is a bright white space with a monolithic white marble counter that, through the windows, also serves as what the designers think of as a 'beacon' for the flagship.

370

Shoes



The space is partitioned into three rooms to allow for a large volume of merchandise.



Hierarchy of spaces encourage browsing



The design comprises a variety of distinct finishes that complement each other.

Pedder Red Flagship

Abraham Chan

High studio (see p. 408) in Milan, I down town is based on a project that involves the and Kaitas.

Like Du-Pin 34 and describe the design to dominate the team of experiences in a portfolio of Harrods, Household's on offices in

Proper as a in the wings of Redes, which the history scene directly involve and 34. The firm's spectrum of sets and work