

THE SPIRIT OF HIGH SOCIETY

HONG KONG TATLER

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LUXURY MAGAZINE
OF THE YEAR
MARKETING MAGAZINE AWARDS 2012

The Art Issue

COULD **ADRIAN CHENG**
CHANGE THE WAY THE
WORLD LOOKS AT ART?

MAY 2012 HK\$45





ALCHEMIST, MIAMI

Pull your bumper up to the fifth floor of 1111 Lincoln – Herzog & De Meuron's stunning car park and shopping mall – for this cantilevered glass-box boutique. Designed by Rene Gonzalez Architect, the shop floor hosts a system of mirrored walls and ceilings that mimic the motion of customers, creating a play of reflections from the shop to the city and back. On the racks, you'll find Proenza Schouler, Junya Watanabe, Givenchy and more. www.shopalchemist.com

SMART TRAVEL

What's in Store?

GO DESTINATION SHOPPING AT THESE **HIGH-DESIGN EMPORIUMS** WITH INTERIORS THAT ARE AS PLEASING AS THE FASHION INSIDE



RUNWAY, HO CHI MINH CITY

Working off the concept of an ice cave, Italian design studio CLS Architetti has lined this entire boutique with undulating fins. Striking as that might be, the centrepiece is in fact the giant cocoon by the entrance, fully clad with 12,899 mirrored stainless steel plates. Inside is the grotto-like VIP room lined with 8,948 plaster roses, inside of which customers slip in and out of runway hits by Lanvin, Balenciaga and Hussein Chalayan, to name a few. www.runway.vn



EXCELSIOR, MILAN

Thanks to architect Jean Nouvel, this former abandoned cinema is now a retail temple with seven floors of the best in fashion, food and lifestyle. The building's exterior is the stand-out feature, lined with metal sheets to give only a peep of the LED screens beneath. Milan fashion prima donna Antonia is a consultant, so expect lots of emerging designers alongside the established heavy-hitters. www.excelsiormilano.com

ABOVE
Brand designs in
Ho Chi Minh
City's Runway
boutique



LN-CC, LONDON

Head east to gritty Dalston for this appointment-only basement bunker, stocking names like Dries Van Noten and J W Anderson, plus newer designers such as Peter Pilotto and Pedro Lourenço. The geometric interiors are by set designer Gary Card, and the shop includes a rare-book store, a gallery and a private club, all accessed via a futuristic, skeletal wooden tunnel. www.ln-cc.com



SHANG XIA, SHANGHAI

Together with Hermès, designer Jiang Qionger has set up this dreamy luxury one-stop shop as a way of promoting Chinese craftsmanship to the world. Designed by Kengo Kuma & Associates, the entire interior is covered with triaxially folded fabric, which has been heat-treated and shaped in Japan, creating a clean and seamless backdrop that doesn't overshadow the Chinese heritage-inspired fashion and lifestyle goods. www.shang-xia.com