

Calvin Klein Collection
Forum 66
Shenyang, China

Calvin Klein Collection Concept

We began our concept design with a reverence for the original architectural intents of the Calvin Klein Collection stores. That architecture expressed a luxury that was at once discreet and sensual. Calvin Klein Collection has developed a serene and prismatic vocabulary of signature elements: niches, case goods, and lighting that are immediately identifiable with the brand. It was our intent to “evolve” this iconic language into a new paradigm.

We proposed a twofold design strategy: firstly, we proposed a new spatial element in the form of a “salon” that acts as both bridge and filter between the programmatic elements of the store. Secondly, we proposed the merging of many of the original “details” and elements into a series of “regulating lines” that are both iconic and flexible.

A Salon

A salon is defined as a gathering of people under the roof of an inspiring host, held partly to amuse one another and partly to refine taste and increase their knowledge of the participants through conversation and display. The salon was an Italian invention of the 16th century, which flourished in France throughout the 17th and 18th centuries, often galvanized by the presence of a beautiful and educated patron.

Our design embeds this concept at the store's center. It allows us to create a curated space where elements of the entire collection can exist in a more intimate environment. Architecturally, the salon takes the form of a series of blackened steel ribs that repeat at different dimensions and intervals through the center of the store. The interior is populated with an almost residentially scaled series of scrims, fixtures and furniture shapes that invite close inspection of the items displayed. This salon also creates a semi-permeable filter separating the men's and women's collections, as well as the accessories.

The Filter

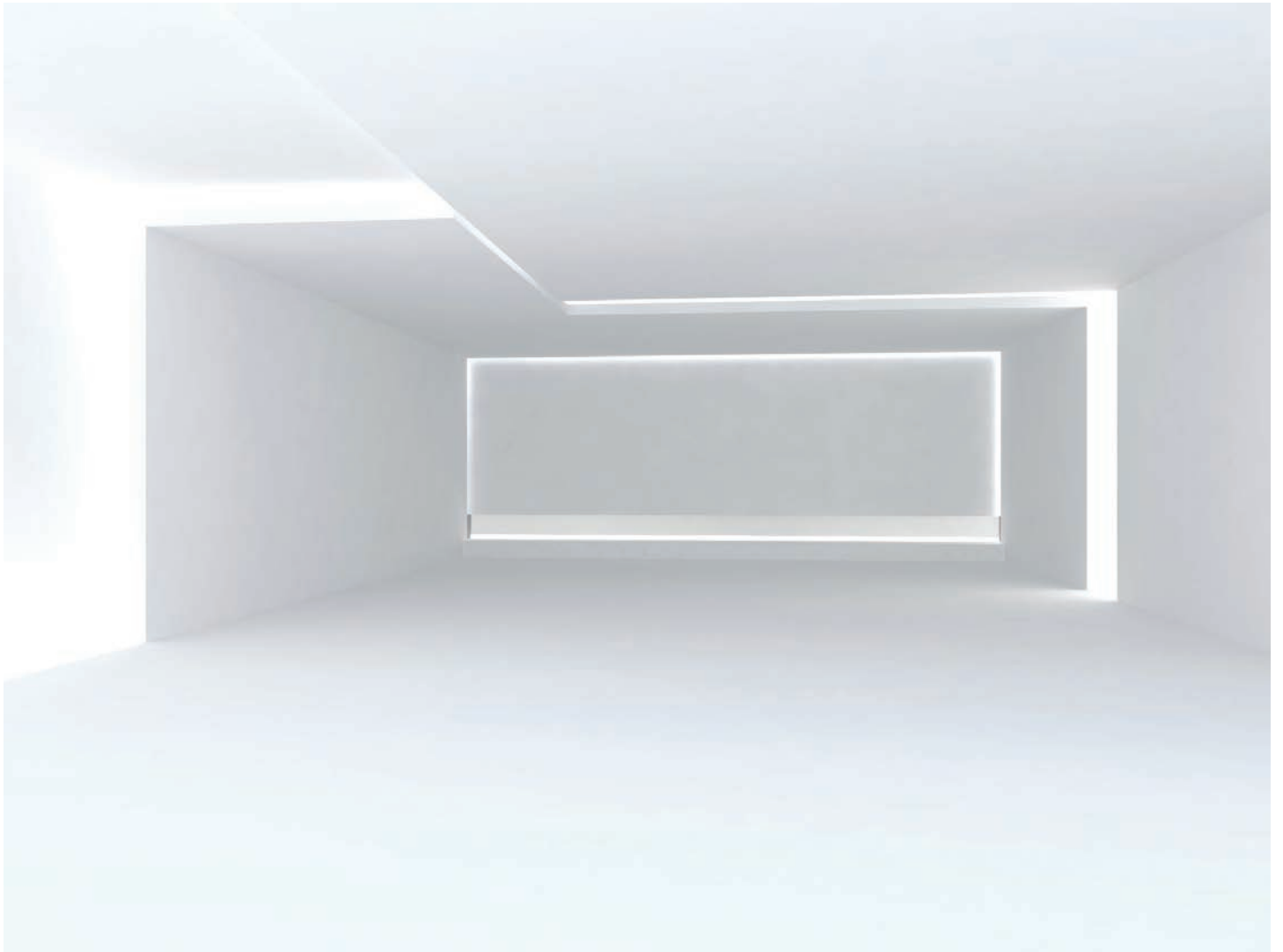
We have also tried to carefully evolve some of the new elements that work successfully in the current store designs. In particular, we were interested in developing the idea of a monolithic lit plane at the back of the store as a device to animate what is usually only conceived as a mere terminus. This back band of light has a magnetic effect in terms of pedestrian traffic, especially in a typically over-crowded visual retail environment. To mediate this back band of light, we have used the salon concept to frame, filter, and highlight the lit back plane. The salon, then, is at once a sophisticated social and sales space, as well as a visual filtering device providing a nuanced and compelling view into the store.

As a supporting feature to this idea, we developed a more opaque storefront system that focuses visual activity on the central steel band. We put forward marble as a classical counterpoint to the edgier, more contemporary scrim/frame structure of the interior.

The lighting scheme, as a series of regulating lines, supports the salon filter scheme developed above. These lines also serve to help unclutter what tends to be a very complicated visual at the typical store ceiling. Finally, we have extended the lines down into the horizontal plane in order to break the usual barrier between horizontal and vertical space, which has the ultimate effect of creating a new kind of merchandising niche experience.



Prototype Storefront Rendering



A Salon Prototype



The Filter Prototype



Prototype Salon Rendering



Prototype Sportswear Rendering



Prototype Sales Space Rendering



Storefront



Visual Merchandising Display



Storefront Vitrine



Entry





Salon



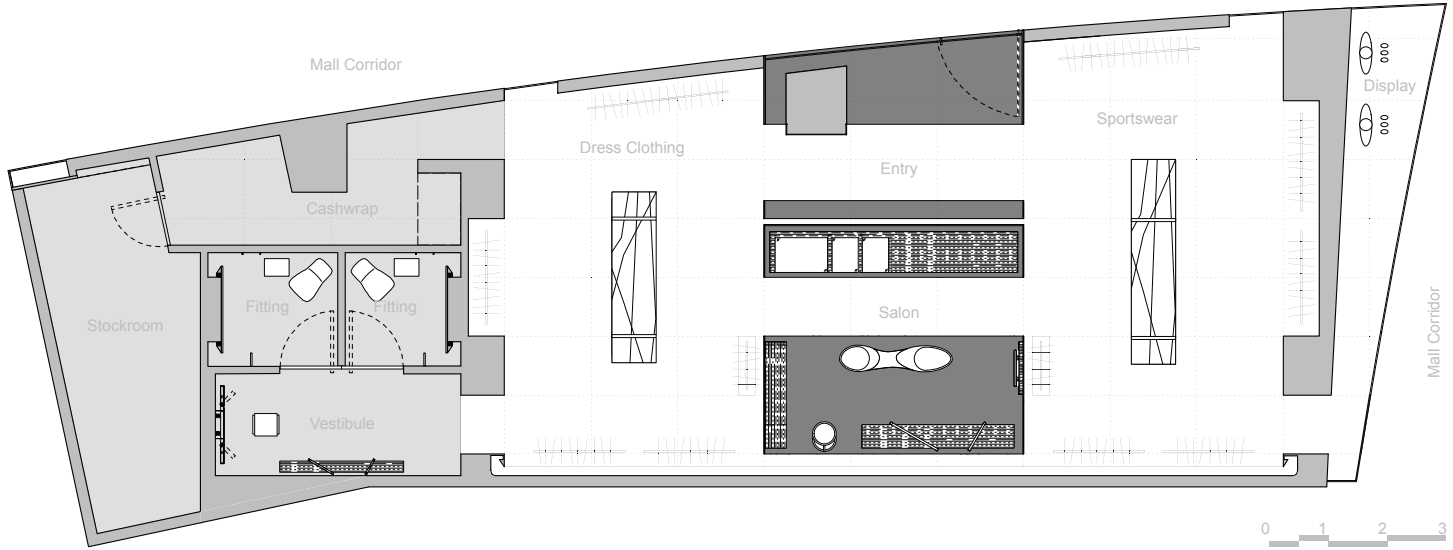
Sportswear



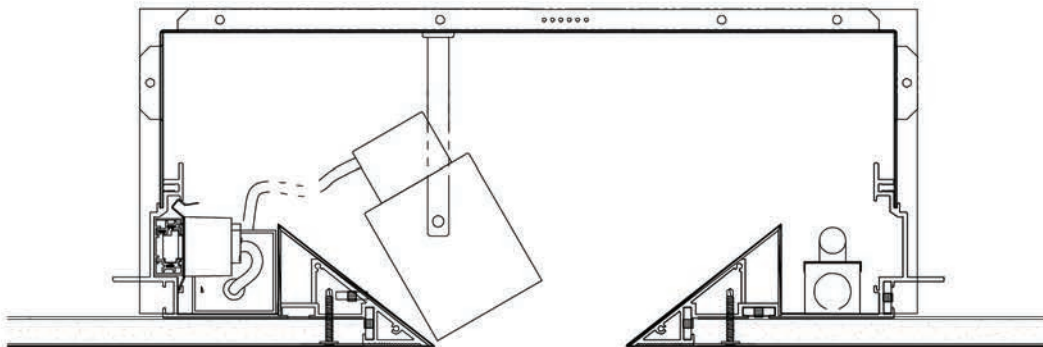
Dress Clothing



0 1 2 3
Longitudinal Section

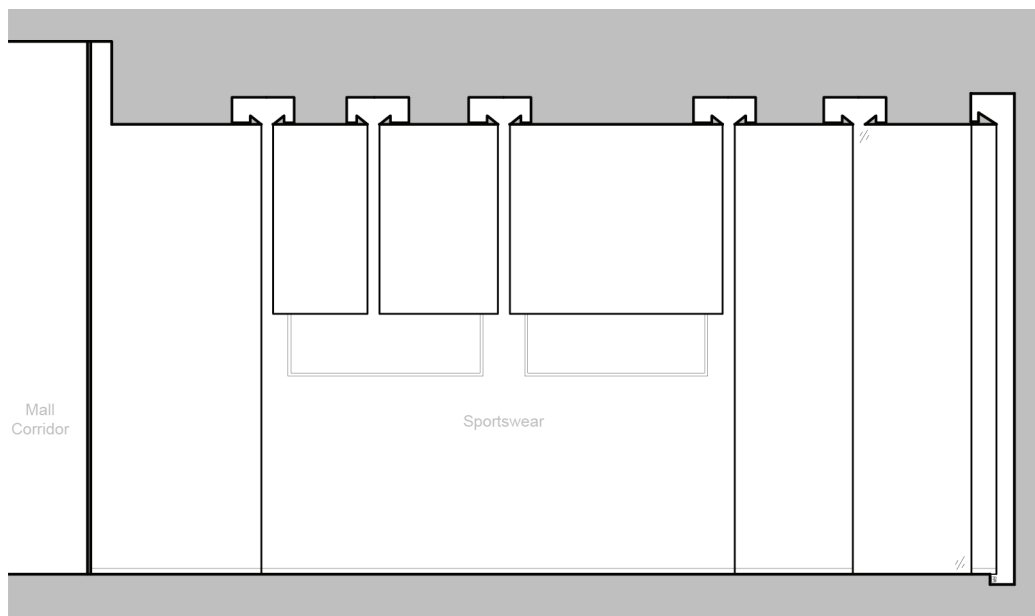


0 1 2 3
Floor Plan



0 1 2 4 8cm

Light Pocket



0 50 100 150cm

Section