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MAR 04 SHOP BY FOUR IV



❖ *Colourful dynamic forms create movement.*



❖ Four IV created a new retail brand for Turkish fashion conscious in cooperating with **Unitim**.

❖ Naked is a bold departure for the Turkish retailing sector and introduces the concept of destination retailing to a brand-savvy target audience. **Four IV's** name, Naked, was created specifically to appeal to this consumer group.

The first store, with its two mezzanines, is located in Istanbul's Istinye Park mall. Black dominates the 750 square metre interior, from the dotted high gloss resin floor to the exposed matt ceiling and black polished plaster walls. Colourful dynamic forms and three-dimensional patterns create movement and intrigue.

The lighting instruments sit within an array of copper and stainless steel rods coming out of the ceiling.