

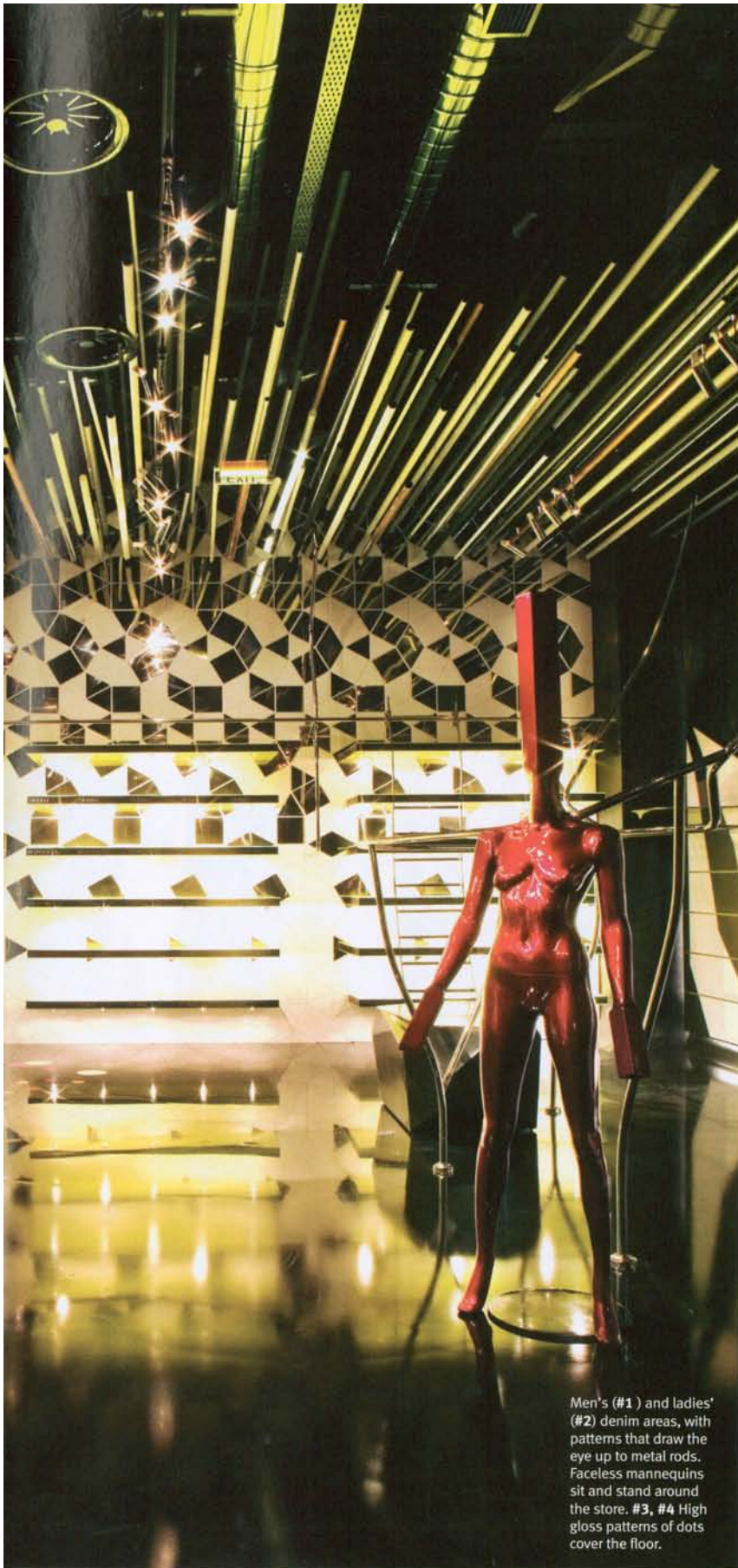
Laid bare

A CUTTING EDGE, YOUTH-ORIENTATED FASHION STORE SOUGHT TO MAKE A BIG IMPRESSION WITH THE OPENING OF TWO 'DESTINATION' STORES IN ISTANBUL'S BUSY METROPOLIS



DETAILS

PROJECT: Naked, Istanbul
DESIGNER: Four IV
CLIENT: Unitim
SIZE: 750sq m and 355sq m
COST: Undisclosed
COMPLETION TIME: 10 months



Men's (#1) and ladies' (#2) denim areas, with patterns that draw the eye up to metal rods. Faceless mannequins sit and stand around the store. #3, #4 High gloss patterns of dots cover the floor.



With a reputation for working with established global brands, Four IV undertook the task of creating a store interior, brand identity and name for the Turkish retail group, Unitem.

The client required 'a destination store', says Robert Thake, a designer for Four IV. The team fitted-out two stores – one in the Istinye Park mall and a high street outlet on Istanbul's Asian side.

'Naked' was chosen to directly appeal to the young target market, drawing them into a store retailing notable fashion brands. The brand image carries throughout the store interior and packaging. A major feature is the ceiling of metal rods. It's 'a 3D sculpture echoed in bags and packaging,' says Thake. The profile of the rods is transferred to the floor, where pattern of coloured vinyl dots spreads across the shop floor on a background of poured black resin, both overlaid with a layer of clear resin. The pattern is featured on the tissue, bags and boxes used to wrap purchases. The high gloss created by the floor finish is repeated on black polished plaster walls.

The ratio of merchandise splits 70/30 in favour of womenswear, putting menswear on one of two mezzanines. Stairs access each mezzanine with treads formed from streaks of vibrant acrylic topped with glass; yellow and green on the ladies' side, red on the men's.

Jeans are displayed on shelves against 'denim walls', which in womenswear show a white lacquer backdrop partially covered by angular, polished metal shapes, arranged in a pattern that concentrates as it reaches the ceiling, drawing the eye back up to the rods. The client, Brian Handley, took some responsibility for finding a skilled local company to fabricate the vivid mannequins that recline, sit and stand around the store. Thake was on site for the installation and says of the local contractors, 'their metalwork is second to none'; concluding that overall, 'the fit-out went well. We had enthusiastic contractors with a can-do attitude' ☒

Monique Nelson
www.fouriv.com

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