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FOUR IV

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FOUR IV has designed and branded a new multi-brand boutique, whose immediate success means it is tipped for roll-out.

Called Naked, the store is the brainchild of UNITIM, which brought Harvey Nichols to Istanbul and holds the exclusive rights to distribute globally recognized brands such as Tommy Hilfiger, Gas, Camper, Accessorize and G-sus in Turkey. UNITIM operates 93 stores at prestigious locations across Turkey, Russia and CIS countries.

Naked's product range focuses on denim, young fashion and accessories brands. FOUR IV's design and branding needed to allow these items to sing and at the time to appeal to the young target audience with a 70/30 split between women and men.

The store is a bold departure for Turkey's retailing sector, and introduces the concept of destination retailing to this brand-savvy consumer base. And FOUR IV proposed the controversial name, 'Naked', knowing that it would appeal to this consumer group.

The first store opened in the city's Istinye Park Mall. Black dominates the 750sq m interiors, from the dotted high gloss resin floor to the exposed matt ceiling and polished plaster walls.

Dynamic forms and three-dimensional patterns combine with striking details to create movement and intrigue. A sense of drama is added with theatrical spot lighting, which sits within a sculptural array of copper and stainless steel rods shooting out of the ceiling.

The branding is carefully integrated with the architecture, so the identity's letters are formed from the rod system. The rest of the graphic components are circular or tubular, including the neon façade signage. Bags and boxes also feature the striking logo and support pattern, meaning even the packaging has cachet.

Naked's individual look has already been repeated at its 355sqm Bagdat Street outlet, the busiest street on the Asian side of Istanbul.

Naked – wow-ing Turkey's young fashionistas