

STYLE + DESIGN FOR FORWARD LIVING

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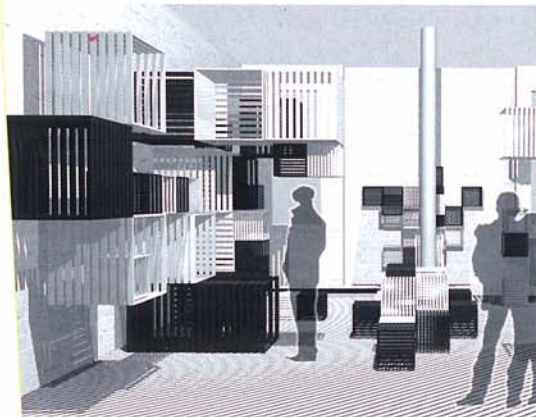
CLEMENS EN AUGUST

Designer Alexander Brenninkmeijer is on the move. Every season, his Munich-based men's and women's brand tours 11 cities during five weeks, holding two-day sales in each. Without any permanent outposts, fans are notified by email of the shop's location and are able to experience the scope of merchandise in relative exclusivity. Having presented the first collection at Berlin's KW Institute for Contemporary Art, the label has gone on to show at galleries, including London's Hauser and Wirth, Munich's Haus der Kunst (right) and the MAK in Vienna. Using a steel-pipe system, the displays can be quickly assembled and built to spec, enabling a 1,000-square-foot interior in Tokyo (left) to be fitted as easily as one five times that size. This fall the label immigrates to New York, care of Soho's Artists Space. "In most environments it's nearly impossible to present the full collection," Brenninkmeijer says. "Our concept means we don't have to compromise, and we cut out the retail margin." clemensenaugust.com



WISH YOU WERE HERE

Joining forces this month and next, Wish You Were Here is a swap between indie emporiums from London's Newburgh Quarter and New York's Orchard Street. The concept was spearheaded by Jo Jackson—one of the founders of London's Beyond the Valley boutique who helms a marketing company by the same name. Involving 15 stores from each side of the Atlantic, merchants will set up shop for a month in their adopted home. "It's about like-minded boutiques collaborating to recognize the importance of our idiosyncratic shopping destinations," explains Jackson, who invited Building Design's 2008 Young Architect of the Year nominees Feix&Merlin to create a design that would communicate the traveling aspect. So, using basic shipping crates as the building blocks, the team will construct areas that retailers will then customize to recreate their home locales. A similar space will be built for the nomadic New York sisters such as Earnest Sewn and In God We Trust. wishyouwerehereswap.com, beyondthevalleyinsight.com



COMME DES GARÇONS BLACK

Comme des Garçons is once again leading the charge. For her label's 40th anniversary, Rei Kawakubo has created a new way to capture consumption—albeit momentarily—and called it Black. The concept was launched in May with a handful of freestanding stores from Tokyo to New York as well as shop-in-shops in London's Dover Street Market and two-week spaces in Paris' Colette and Manhattan's Barneys. The collection features the label's perennially popular styles remade in black and fabrics such as the favorite polka dot. Each retail space is an optical mix of monolithic black boxes dropped into stark white interiors that will feature new stock every six weeks. Adrian Joffe, husband to Kawakubo and managing director of Comme des Garçons, says Black is about reacting to the current economic downturn. "It was necessary to do something to counter the feeling of things being blocked or stopped because of the crisis," he says. The line is rumored to be around as long as the recession lasts, giving us a reason to save those pennies. doverstreetmarket.com



LOUIS VUITTON

Following collaborations with Takashi Murakami and Stephen Sprouse, Vuitton continues to connect with the contemporary art world for its temporary boutiques. In London's Westfield shopping center, the Turner Prize-winner Jeremy Deller created an installation timed for May's Chelsea Flower Show. "In London, we have to appreciate nature wherever we can find it," Deller says. His "mobile urban vegetable patch" was an organic, somewhat messy affair, contrasting with the gleaming interiors of London's largest mall and Vuitton's luxury goods. Bags sprouting with flora sat guarded by scarecrows (left). Meanwhile, as part of the centenary celebration of Selfridges in June, Vuitton teamed up with the London department store to laud the Speedy, the brand's best-selling mini carry-all. The month-long tribute offered customizing services as well as window displays (right) and a dramatic vortex of Speedys descending from the ceiling. louisvuitton.com ||

