

**FutureBrand
UXUS**
Amostyle
Yokohama,
Japan

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Amostyle

FutureBrand UXUS applies its expertise in experiential design to a new concept store by Triumph.

Credits: Amostyle Japan.



International design studio and consultancy FutureBrand UXUS were asked to design a space for Amostyle, a rebranded label by established lingerie brand Triumph in LaLaport shopping centre, Yokohama. The aim was to create an interactive store to engage a younger market.

A new zoning strategy was implemented to guide customers to various focal points throughout the store, while passers-by can see a framed 'stylist's stage' displaying the latest collections through the main window. Once inside the boutique, the customer can wander between the allocated 'dwell' and 'impulsive' areas, designed to encourage clients to spend longer periods of time relaxing and experiencing the space.

FutureBrand UXUS used a mixture of industrial and natural materials, including terrazzo, concrete and plywood to give the store a contemporary feel. A colour palette of various shades of pink, from dusty to fluorescent and soft pastel hues was used to instill a youthful and feminine vibe. Decorating the space with houseplants, cushions and pendant lighting, FutureBrand UXUS aimed to replicate the atmosphere of a New York loft.



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Drawing on its extensive experience, designing immersive retail environments, FutureBrand UXUS has implemented a selection of features within the store that maximise customer engagement. The studio has developed the concept of an aspirational 'living' look book – an interactive display unit complete with an iPad showcasing the latest collection and lifestyle elements including styling tips and opportunities for cross-merchandising.

Digital features and flexible display units were used to reimagine the space as a living environment. The dressing rooms feature a heart-shaped light for customers to call for assistance, and considerably positioned hooks for sales assistants to discreetly leave new sizes or designs outside whilst a customer is changing.

For the final steps in the design process the studio suggested how staff interaction can complement the client's overall shopping experience.

FutureBrand UXUS
+44 (0)207 067 0010
www.futurebranduxus.com