

# Comme Moi Flagship Store

## 似我

**設計者** 如恩設計研究室 / 郭錫恩 胡如珊  
**參與者** Dirk Weiblen, Anqing Zhu, Feixia Huang, Nicolas Fardet, Lili Cheng, Xiaowen Chen, Christine Neri, Litien Poeng  
**攝影者** Dirk Weiblen  
**空間性質** 精品店  
**坐落位置** 中國上海  
**主要材料** 水磨石、橡木地板、灰泥、鏡片、玻璃、織品、鐵件  
**面積** 46 坪  
**設計時間** 2015 年 6 月至 8 月  
**完工時間** 2015 年 10 月

**Designers** Neri&Hu Design and Research Office/Lyndon Neri, Rossana Hu  
**Participants** Dirk Weiblen (director in charge), Anqing Zhu (designer), Feixia Huang (designer), Nicolas Fardet (associate of product design), Lili Cheng (product designer), Xiaowen Chen (product designer), Christine Neri (senior associate in charge of graphic design), Litien Poeng (graphic designer)  
**Photographer** Dirk Weiblen  
**Category** Boutique  
**Location** Shanghai, China  
**Materials** Terrazzo, Oak Flooring, Plaster, Mirror, Textured Glass, Metal  
**Size** 150m<sup>2</sup>  
**Design period** June 2015 – August 2015  
**Construction period** October 2015

郭錫恩和胡如珊

郭錫恩和胡如珊共同創立了如恩設計研究室 (Neri&Hu)，一家立足於中國上海，在英國倫敦設有分辦公室的多元化建築設計公司。二位還共同創立了設計共和 (Design Republic)。2015 年，郭錫恩和胡如珊被巴黎家居裝飾博覽會評選為亞洲年度設計師，2014 年，被英國牆紙雜誌《Wallpaper\*》評選為年度設計師。2013 年，入選美國《室內設計》名人堂。如恩設計研究室榮獲 2011 年 INSIDE 設計節大獎，2010 年度英國建築評論雜誌 AR 新銳建築獎。除了屢獲殊榮的建築與室內設計之外，郭錫恩與胡如珊共同為包括 BD Barcelona Design, Classicon, Gandia Blasco, JIA, LEMA, Meritalia, MOOOI, Parachilna, Stellar Works 以及如恩製作 (neri&hu) 等眾多品牌進行產品設計。

Lyndon Neri and Rossana Hu

Lyndon Neri and Rossana Hu are the Founding Partners of Neri&Hu Design and Research Office, an inter-disciplinary international architectural design practice based in Shanghai, China, with an additional office in London, UK. They are also Founders of Design Republic. Neri&Hu are named Maison&Objet Asia Designers of The Year 2015 and Wallpaper\* Designer of The Year 2014. In 2013, they were inducted into the U.S. Interior Design Hall of Fame. Their practice was the 2011 INSIDE Festival Overall Winner, won AR Awards for Emerging Architecture in 2010 by Architectural Review. Besides award-winning architecture and interiors, Neri&Hu have designed products for brands including BD Barcelona Design, Classicon, Gandia Blasco, JIA, LEMA, Meritalia, MOOOI, Parachilna, Stellar Works, neri&hu, among many others.

Lyndon Neri, Rossana Hu



服飾精品店「似我」於 2015 年在上海市區的東湖賓館開幕，這幢西式建築建於 1925 年，多年來經歷數次翻修，如今依舊可自外牆上的一磚一瓦、花草紋路上，倒敘出 30 年代時興的裝飾風格與歷史故事，設計師郭錫恩和胡如珊在最初勘察場地時，亦為這些充滿古意的細節所吸引。考量到品牌賦予人時髦與典雅兼備的形象，他們刻意保留些許歷史痕跡，同時加入金屬、鐵材等具現代感的吸睛要素，在未滿 50 坪的空間中，以一氣呵成的線性設計，勾勒出古往今昔之間的衝突美感。

店內由四個相連的展示間組合而成，並保留建物原有的裸裡肌理與構造，同時鋪覆新的水磨石地坪，各個展間中亦可見同材質打造之櫃體自地面、牆角蟄伏而起，這種雕塑線條也形成絕妙的 3D 視覺效果，與空間中妝點的木作鋪裝相映成趣。其中，「軌道」語彙貫穿整個空間，一條金屬管線迂迴曲折地穿梭於陳列區之間，使各場域緊密地串聯合一。設計師運用墨黑色的金屬網，訂製成吊櫃與鏡面逐一懸掛在鋼軌上，隱約帶領顧客往深處探索；在直通見底的半開放式格局中，顧客得以自在遊走，最終隨著金屬軌道交匯於聚光燈下，順勢步入以直條紋玻璃門與白色亞麻掛簾相隔的更衣室

中，盡情搭配著裝，抑或是隨著鋼軌繼續探索漫遊。編輯 | 劉子瑄

Comme Moi flagship store is located within the Art Deco Donghu Hotel, built in 1925. Over decades, the building underwent multiple renovations and changes in use, traces of which were still very much present when the design team encountered the site. Neri&Hu deliberately chose to keep these remnants of the past intact, while surgically implanting new design elements to embody the Comme Moi brand: young, sophisticated, and exquisite.

Composed as a series of four sequential chambers, the retail space is integrated with a continuous rail, threading through the individual rooms while forming the armature for custom designed hanging cabinets. Sheathed in an elegant metal mesh, these showcase cabinets stand out within the historic architectural surroundings to present the fashion pieces in a striking new light. A new terrazzo floor also unifies the space and occasionally extrudes up to form sculptural function areas like the reception counter and seating, with wood inserts as accent.

Guided by the metal rails and continuous flooring, shoppers can meander freely through the various chambers and end their journey at the lounge space. Newly attired in Comme Moi garments, the shopper emerges from the cocoon of the white linen changing rooms to shine in the limelight of a runway catwalk experience, flaunting her new look against the glamorous backdrop of a scalloped glass feature wall. Text by Neri&Hu Design and Research Office.

1.2. 店面外觀運用金屬架與透明玻璃框起獨立櫥窗，構築出利落通透的「包裝盒」用以展示店內服飾，吸引行人過客駐足探看。  
1.2. An independent metal framed box offers total view to the pedestrians





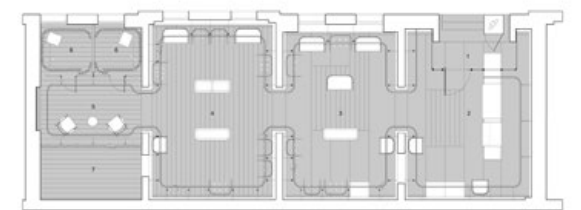
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- 1. 入口
- 2. 展示區
- 3. 結帳台
- 4. 展示櫃
- 5. 更衣室
- 6. 休息區

6

3. 結帳櫃檯使用與地坪相同的材質打造，利落地形構出立體的視覺效果。並嵌入木作檯面，替櫃體添增材質對比的趣味性。4.5. 第一展示間保留原始裸裡的立面肌理與天花板結構；並裝置簡約的金屬線條，串起空間故事性，同時勾勒出古今元素的絕妙對比。6. 平面圖。  
 3. Cashier table tailored in the same material used in the floor paving. A wood panel inserted within adds to the contrast of material 4. 5. The first showroom reveals the most ornate texture from the existing structure but only inserting metal threads to make a dialogue between old and new 6. Plan





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#### 建材分析 Material Analysis

1. 金屬素材的運用：利用鐵件、鐵網、鋼管等具現代感的剛硬元素，襯托出版飾與精品的柔美。2. 地坪主要以水磨石地面鋪覆，並打造同材質的櫃體與座椅，刻劃出立體雕塑感。3. 運用金屬軌道串連起各個展示間，統一以懸吊的方式勾掛起吊櫃與鏡面，使得整體風格顯得統一而洗練。4. 在簡單利落的空間格局中，僅以不同地坪色塊配置作為分區，打造出流暢動線。5. 不受限於原始建築狹窄的門面，設計師以金屬外框配合大面積透明玻璃打造對外櫥窗，與室內風格呼應之餘，也降低室內室外的隔閡感。

1. Metal members – metal bars, metal mesh net, were used extensively. 2. Floor is terrazzo and similar technique were used for the chairs, cashier table and cabinet 3. Metal rail system links display cabinets in a fantastic way 4. Floor treatment clearly delineates the spatial program 5. A large window was created to shatter the existing segregation between the interior and exterior

#### 溝通重點 Communication Note

「似我」為中國模特兒呂燕於2013年創立的品牌，並於2015年選址於上海市東湖賓館，委託如恩設計研究室擔當空間設計。店面所在的東湖賓館以其古色古香的建築風格在上海市聞名；在此設計案中，可見如恩設計如何保留建物的復古元素，並善用具洗練的現代素材與簡明的空間規畫與之配合，打造出新舊交織的時尚空間。

Comme Moi, founded in 2013, is Chinese super-model Yan Lu's brand and the first physical sale unit was inaugurated in 2015 in the Donghu Hotel Shanghai. The existing structure was built in an old style and the commissioned design firm Neri&Hu Design and Research Office carefully preserved the existing elements while inserting new elements to provide a good dialogue between old and new.

7. 直通見底且層層遞進的簡明格局，引人往內探索。8. 從第三展示間開始，地坪以木作全面包覆，並加入木製家具，顯得溫潤舒適。9. 設計師運用黑色鐵網訂製出的展示架取代沉重的櫃體，懸掛於金屬軌道上。

7. Layering down the structure attracts interest to enter 8. The third display room is fully wrapped in wood and furnished by wood furniture pieces 9. Metal mesh is the material used for display cabinets and attach to a metal rail





10. 更衣間以挑高空間搭配條紋玻璃隔間，營造出點亮明朗感。11. 第二展示間以木質地板鋪覆於地面走道，形成一帶狀色塊。12.13. 牆面上的鋼管串連起整體空間，間接指引客人隨貨架動線尋找搭配靈感。  
10. Change room is a glass covered room with a high ceiling 11. The second showroom floor is paved in wood 12.13. Metal bars are elements that give direction

