

SND Boutique

設計者」萬社設計諮詢（深圳）有限公司 / 林倩怡 楊東子
參與者」唐靜靜
攝影者」邵峰
空間性質」精品店
坐落位置」中國
主要材料」木作、鏡面、玻璃、火山石、水磨石特殊漆、不鏽鋼、假皮草
面積」87 坪
完工時間」2019 年 3 月

Designer」Various Associates / Qianyi Lin, Dongzi Yang
Participant」Jingjing Tang
Photographer」Shao Feng
Category」Boutique
Location」China
Materials」woodwork, mirror, glass, volcano rock, terrazzo paint, stainless steel, artificial leather
Size」288m²
Completion Date」March 2019



用沉浸式劇場氛圍、新穎的陳列語言來感染消費者，
緊密空間與城市，疊合理想與現實。

Boutique 是一種微妙的空間，與消費者有著既緊密又疏離的關係；它想點醒你的
欲望，同時提供你一份追求願景。當消費者踏入其中，除了期待著享有舒適自在的
體驗，同時也渴望在購物過程裡能收穫意外驚喜，如何在看似矛盾的兩者之間，拿
捏得恰到好處？或許，我們可以在 SND 窺知一二。

裡外交織的超現實風景

SND Boutique 聚集眾多不凡選品，空間形象期望一如它的講究、個性與獨到眼
光，設計重點除了突顯品牌選物特色，同時也需考量產品陳列的靈活性與多樣性。

綜觀坊間精品店鋪樣貌，往往因商品價格定位，而以高級奢華作為表現。SND
卻反向操作，以教堂建築為藍本，自清寂聖潔的氛圍裡闡述「在個性與趨勢中找到
平衡」的品牌信仰，令人耳目一新。

考量腹地狹長，設計團隊依據場地特色，揉入品牌藝術個性，並從中規劃賞覽、
展示等實質營業需求。佈局特色上，將里程碑建築置於腹地中心，一則創造迂迴式
動線，二則強化建築意象以及地景層次，誘使消費者在空間裡敏銳感知、好奇探索。
就意涵而言，「里程碑」語彙，也寓示著 SND 正式邁向國際代表性 Boutique 的新
起點。

據此概念發展，腹地兩側以開放式陳列區將中央圍塑成廣場，透過此番態勢以及
展示台的高低層差，引導消費者自然沿著清晰動線繞逛，行走間不但可觀覽精心擺
設，也能交錯比較特定選項。空間整體動線開闊且排列有致，方便顧客細味選物，
在溫暖沈靜的大地色基調上，配以 Viabizzuno 柔和燈光聚焦，靜謐地突顯衣物質
感。而這一切鋪排，意在悉心營造多向觀看的美感；令室內視覺層次豐富，也由於
最大化保留櫥窗面積，從戶外內望更能一覽空間植入的建築風景，這種似裡似外的
曖昧感，成功地帶來超現實的趣味，令每一次的行經注視，無不構成深刻印象。

Qianyi Lin, Dongzi Yang



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建築和室內設計工作室，致力於地方及全
球性設計研究專案。成立於 2017 年，擁有
國際頂尖背景的設計師團隊，其專業範圍
涵蓋建築空間、室內設計、材料研究、平
面和交互設計等，致力於高端及實驗性項
目的設計與研究，從空間功能出發，通過
對材料的研究，挑戰常規，關注細節與品
質，為每個專案打造出獨特的視覺效果。
同時，作為一處藝術家和設計師的合作平
台，希望能夠結合創意與技術，探索過去、
現在與未來，突破創作界限。

Various Associates / Qianyi Lin, Dongzi Yang

Various Associates is an architecture and
interior design practice working regionally
and internationally on research-based
design projects. VA was founded in 2017 as
a team of designers from an international
background with professional expertise
in architecture, interior design, material
design, graphic and interaction design.
The studio is developing ambitious high-
end projects including boutique hotels,
restaurants, retail spaces, workspaces
and galleries. VA focuses on enhancing
spaces and developing material details
using bespoke approaches to give unique
visual expressions to each project. VA
also gives artists and designers a platform
to collaborate and reimagine new ways
to be creative and break down barriers
between the arts.

1. 櫥窗室內獨特的空間語言，讓行人
每次經過時都是一幅特色風景。
1. A framed interior view is like a
piece of art.



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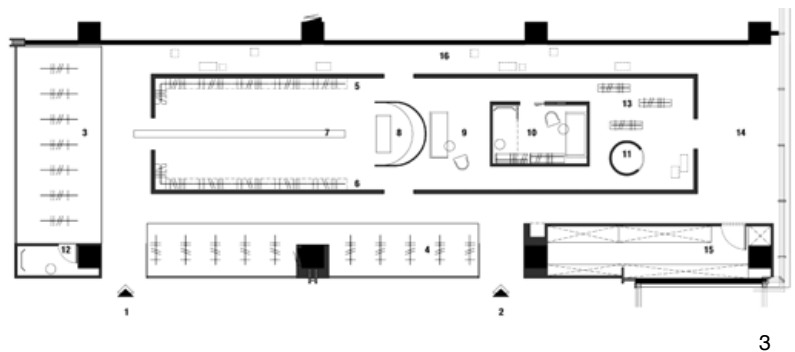
2. 展示區域色調柔和，開放式衣桿方便陳列調動。3. 平面圖。4. 在外廊行走時，能透過里程碑的斜面開口看到裡部。
2. Showroom and movable hanger system. 3. Plan. 4. "Milestone" is a piece of art, which offers a peek into the interior.

從聖潔到嚮往

里程碑建築以灰色石材作為量體鋪面，內部以中軸線平衡切分強化對稱，透過立方體兩端的透光開口，予人一種靜謐聖潔感受，細節上再運用光線折射，為灰白相間的色調抹上些許暖度，濃重整體寧靜氣息，深刻教堂意象。

內部規劃上，利用置於正中央的弧形服務臺明確展示區與試衣／休息區範疇，也讓服務人員立足在最佳位置，即時提供細膩服務。展示區以一道筆直的珠寶櫃貫穿，兩側並呈高級訂製服，而牆體開口透入的光線，引導著消費者前進探索，在聖潔氛圍裡沉澱心緒，理性地賞覽與選購，將消費化為實現嚮往的過程。另一側的試衣區規劃兩種個室，因應顧客各項隱私需求。

在 SND 中，設計團隊悉心用沉浸式劇場氛圍、新穎的陳列語言來感染消費者，清晰品牌毫不流俗的個性之餘，亦令所有選品自信呈現，在視景連結的層層鋪陳裡，不但緊密空間與城市的關係，也為理想與現實作了疊合。撰文 | 室內雜誌編輯部



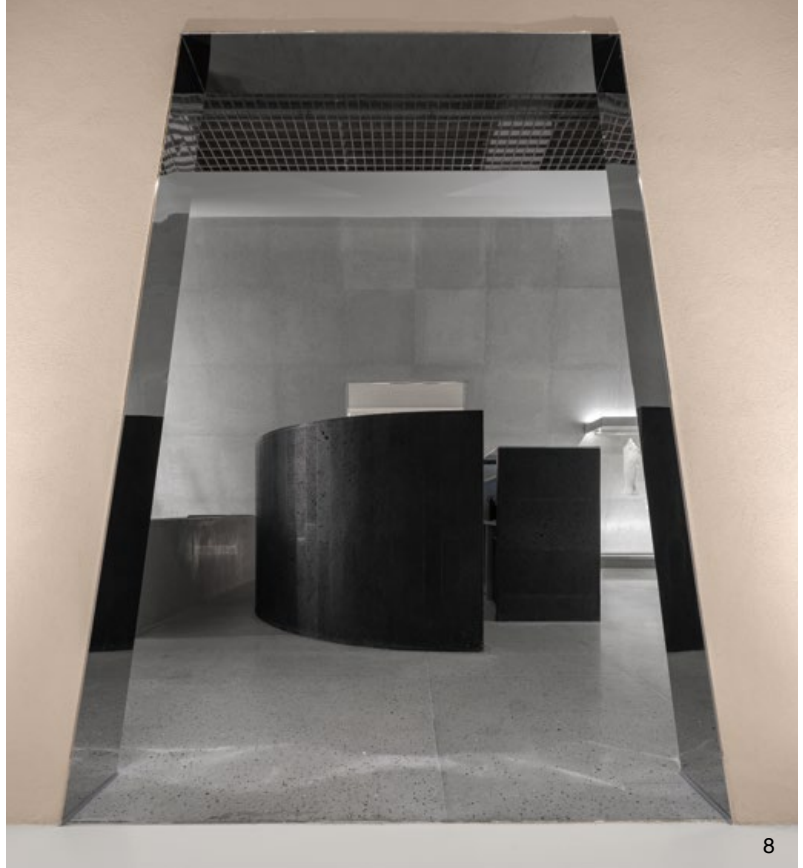
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5. 外圍米色調陳列區予人舒適感，與灰色里程碑建築造型互構對比。6. 充滿儀式感的空間，造型與材料組成的美感隨處可見。7. 採用米色與淺灰色的空間基調，予人沉穩與神聖感受。8. 里程碑建築裡的黑色弧形服務台位在中心點。

5. Beige and gray colors exhibit an intimate comfort for shoppers. 6. The space is dominated by a visual order and has a precise control of material. 7. Beige and gray color interior. 8. "Milestone" is dominated by the black curved reception table.



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From the architectural dimension, the store is designed to be a medium where customers can explore the relation between body and space. The layout is pure and simple, with a symbolic "milestone" placed at the center right on the central-axis. The "milestone" holds an obvious implication - a new starting point for SND to move towards an internationally representative buyer's shop. In addition, the church-like architectural form serve as an embodiment of SND's brand belief, which is to strike a balance between keeping the brand personality and catching on the fashion trends. The open display area on both sides resembles a square. Through its unique layout, customers can know clearly the routes and can view every product in display while walking, offering them a chance to select and compare goods easily. The design team had not only take into consideration the site's own narrow and linear characteristics, but also the brand's functional requirements for art, behavior, and display. Seen from any angle outside the shop, its hierarchical layout and the texture of materials have enabled the shop to be a memorable landscape for any passers-by.



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Within the cube, Various Associates continues the idea of symmetric design, offering the interior space a sacred and ceremonial sense. Jewelry is displayed in the long straight showcase right in the middle, which is easy for customers to choose carefully. Luxury brands of haute couture are displayed in both sides, and are illuminated with professional soft lightening so as to show the texture of the clothes. The reception desk is curved and stands at the heart of the space, dividing the display area and the rest area in the cube while offering timely services to customers in need. In this project, Various Associates have overcome the conventional thinking mode of traditional brand stores. Not only the products have been fully displayed, the brand personality of SND was also highlighted in its own unique design language. The size of window display area has been maximized to the largest extent, while at the same time, the flexibility and diversity of product display were retained, which offered more possibilities for brand activities and presentations follow up. This innovative design by Various Associates marks the achievement of quality and visual performance, and realized the association of brand space with urban life. Text by Various Associates



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9. 儀式感、未來感與趣味性，令空間更顯獨特。10. 置於里程碑建築中心點的 Mirror Room，鏡面反射加重了空間虛實結合的迷幻感。11. 試衣間內部。12. 假皮草與周邊的石材元素，形成剛柔對比。13. 毛絨質感與淺灰石材並用，彰顯品牌感性與理性並俱的特色。14. 細節，火山石的粗獷孔隙與水磨石的平滑光亮形成對照。

9. The space is dominated by various styles in both nostalgic and futuristic styles. 10. A mirror room is situated inside the "milestone" object. 11. Interior of the fitting room. 12. Artificial leather and fur covers the fitting room. 13. Artificial fur marks a large contrast with the pebbles. 14. Details, volcano rock makes a contrast with the shining terrazzo plates

建材分析 Material Analysis

1. 火山石、水磨石：里程碑建築與訂製家具。2. 鏡面：折射消費者動態，利用角度創造超現實影像。3. Viabizzuno 專業燈光：突顯衣料選品質感。4. 假皮草：包覆試衣間外牆，與建築元素互構對比。

1. Volcano rock, terrazzo style marble builds up the main interior. 2. Mirror: mirrors create the surreal ambience. 3. Viabizzuno lighting fixture enhances the rich textures of the fabric. 4. Artificial fur and leather wrap the exterior fitting rooms.

溝通重點 Communication Note

1. 從建築維度建構空間特色，並且達到品牌對藝術、行為、展示多方面需求。2. 運用中軸線的佈局，將具象徵意義的「里程碑」建築置於中心點上。同時，「里程碑」語彙也寓意品牌邁向國際的新起點。3. 以新的陳列語言與劇場式情境，提供難忘消費體驗。

1. Architectonics are the unique features of the boutique brand. 2. Main axis exhibits a "milestone" object, which signifies the aggression of the international market. 3. Fresh shopping experience mixed with new style display with a theatrical energy.