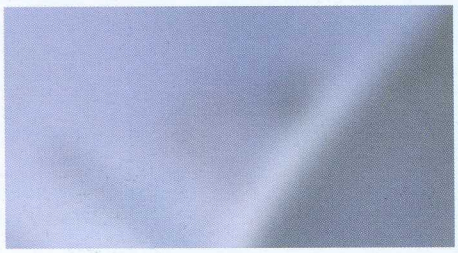
A WHITE CONCRETE STAIRCASE AND SHAPES CRAFTED FROM SHOJI PAPER CREATE WHAT HICKS CALLS AN 'AESTHETICALLY JAPANESE' SPACE.

Yohji Yamamoto Flagship Store

BY SOPHIE HICKS



In Paris, behind a whitewashed façade that stands out among ornate buildings at the corner of rue Cambon and rue du Mont Thabor, is Yohji Yamamoto's new flagship store. Yamamoto, who's said that 'real estate is like a love affair', was instantly charmed by the building and its sumptuous interior. A fruitful collaboration between the Japanese fashion designer and British architect Sophie Hicks followed. Yamamoto loves her look and her talent; Hicks calls Yamamoto 'extremely discerning'. In the window, sculptural shapes made from shoji paper echo the Japanese appreciation of shadows and hidden mysteries and allow a tantalizing glimpse inside. Randomly painted brushstrokes on windows and door heighten the intrigue. Chestnut-veneered panelling lines the entrance to the exclusive world of YY, a 600-m^2 space occupying three floors. A grand staircase in concrete connects the three levels. Ethereal mannequins in distinctive apparel add to the atmosphere of calm refinement.

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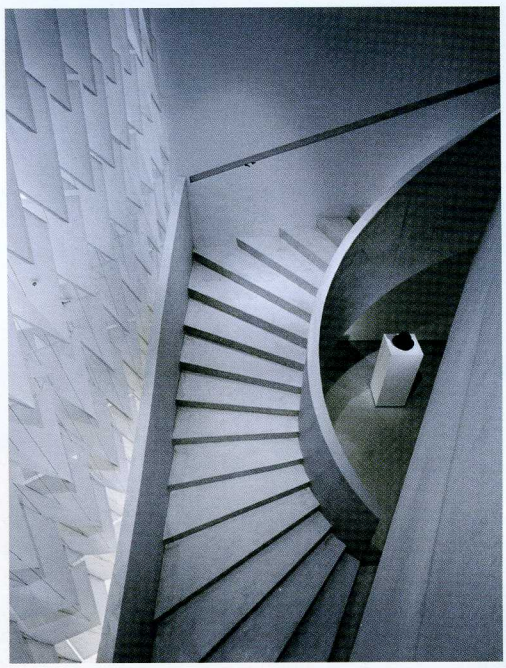
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