



Installation view, Zhang He at Louis Vuitton Dubai Mall, UAE

FASHION

SEPTEMBER 30, 2020

Peter Marino Redesigned Louis Vuitton Store to Reopen at The Dubai Mall

by CATERINA MINTHE

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Peter Marino. Supplied

New York-based starchitect Peter Marino snapped the proverbial whip when reimagining The Dubai Mall Louis Vuitton store, reopening on October 1. “Happiness and light,” are the recurring design signatures that Marino has translated to the large space. The store, which first opened in 2009 and is located in Fashion Avenue, has been transformed with two levels combined into one new location. It has been completely reimagined through a relationship between the high fashion house and the architect that the latter deems “creative, trustworthy, and fulfilling.”



The Louis Vuitton Dubai Mall store. Courtesy of Louis Vuitton

coiffeuse, and the sneaker box will all be revealed for the first time in the region.



The Louis Vuitton Dubai Mall store. Courtesy of Louis Vuitton

A quick ride in the elevator cab to the second floor reveals a gallery decorated with spiral lamps by Atelier Oi, leading to a Salon Privé hosting two shopping suites for dedicated private client appointments. These are conducted in the presence of artworks by Vik Muniz, Peter Dayton, Zhang He, and Gregor Hildebrandt.

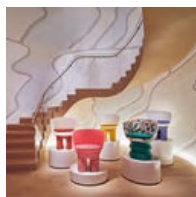
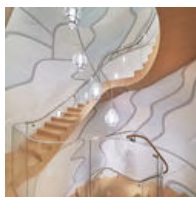
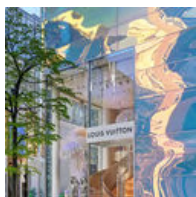


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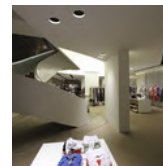


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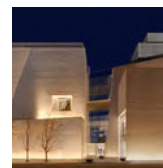
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An Enhanced Offering - In addition to showcasing a full range of the latest products, the store will be a destination for exclusive pieces, starting with a limited reedition of Rei Kawakubo's Celebrating Monogram collaboration bag from 2014 in leather. The legendary designer's first association with **Louis Vuitton** dates further back to 2008 when she created six customised bags in Monogram canvas, having admired the House's approach to craftsmanship and savoir-faire ever since the opening of its first Japan location in 1978. Among the initial selection of exclusive pieces will be the men's LV Ollie sneaker embellished with embroidery and pearls; a fully-embroidered Monogram sequined dress; and a slim Tambour watch exquisitely accented with blue and purple sequins. Handbags that can be found only at Ginza Namiki include the Capucines BB in a timeless accord of grey canvas and navyblue leather, and the Boîte Pharmacie handheld Monogram trunk designed in collaboration with kabuki actor, Ebizo Ichikawa XI.



Chromatic Energy - From Pierre Paulin and Stefan Leo furniture in acidic hues to works from Ed Moses, Vik Muniz and Zhang He, colour infuses the store with vibrancy. Arrangements of seating, design objects, carpets and art shift through different expressive tonalities: an impressionist scheme of pink, orange on the women's floor, saturated shades of red, turquoise and lime on the men's floor; and a mix of muted and pop accents throughout the private salons which have been conceived with a modular layout for larger or more intimate settings. With additional abstract art from the likes of Kimiko Fujimura, Ida Tursic & Wilfried Mille and Peter Dayton, colour acts as an uplifting and inspiring theme