

Thailand Report

April 2020

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1. A. LANGE SOHNE

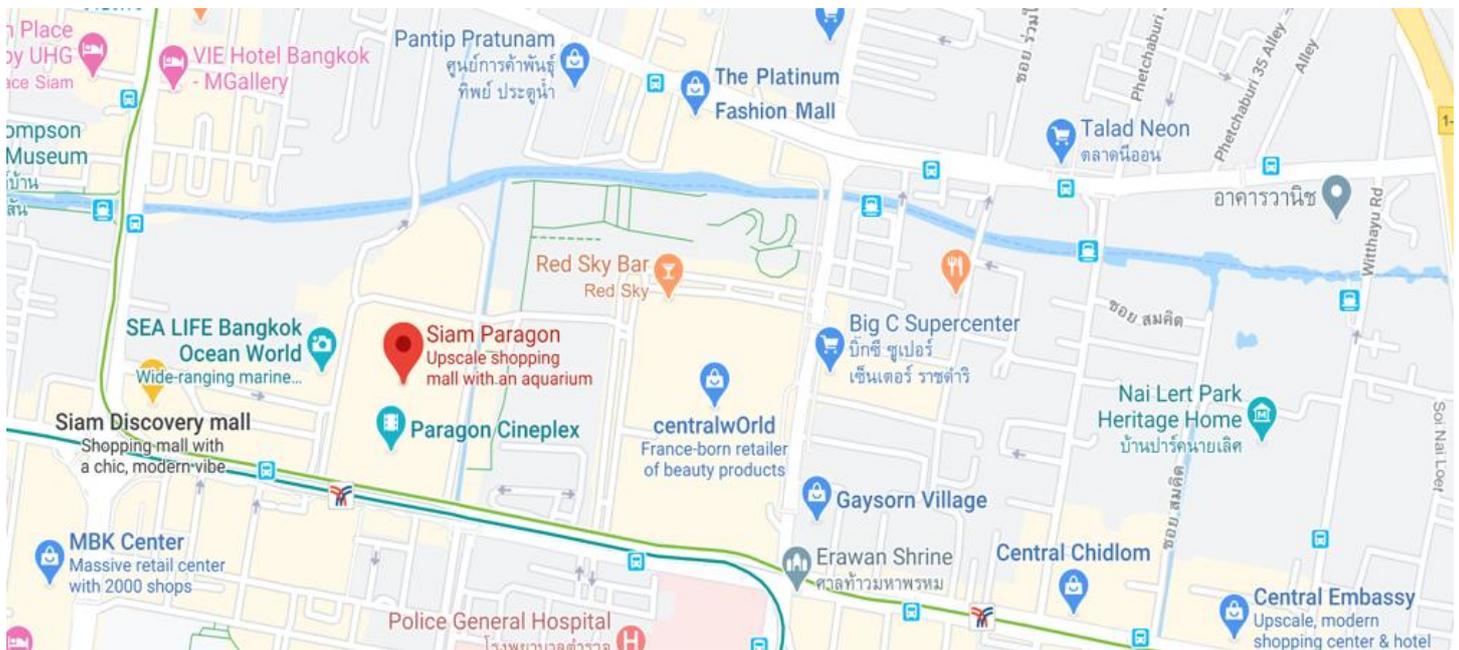
Project Overview

Luxury watch brand A. Lange & Söhne opened a flagship store at Siam Paragon. The boutique features a 360-degree visibility “freestanding” design concept, meaning the store can be viewed 360 degrees from the outside, while within the shop the watches can also be seen from every angle. Lange is gradually updating its stores around the world to reflect this new look. The design of the 50-sqm retail space is in accordance with Bauhaus design principles, in which form follows function.

Project Details

1. **Type of Business:** Luxury watch boutique
2. **Open Date:** 12/2018
3. **Concept:** 360-degree visibility design concept, in accordance with Bauhaus design principles.
4. **Location:** M Floor, Siam Paragon shopping mall, Bangkok
5. **Size:** 50 sqm
6. **Website:** www.alange-soehne.com/en/boutiques/bangkok

Location map



The boutique occupies a prime location on the M floor of Siam Paragon, amidst the concentration of shopping malls around the Siam and Chidlom areas.



The boutique is situated in a freestanding glass box, enabling shoppers to easily see the watches from every angle.



CEO Wilhelm Schmid commented, "We wanted to create a space that reflects the A. Lange & Söhne brand personality down to the very last detail. Together with our architects, we decided on a Bauhaus-influenced approach, combining craftsmanship, a variety of materials and technology in one cohesive whole – just like our watches."



The subtle yet warm color interplay between swathes of dark grey, natural stone and technical, modern-looking steel is a nod to the Ore mountain region around Lange's hometown of Glashütte, an area rich in metals like iron and silver and minerals.

2. SKYWALK SOUVENIR SHOP

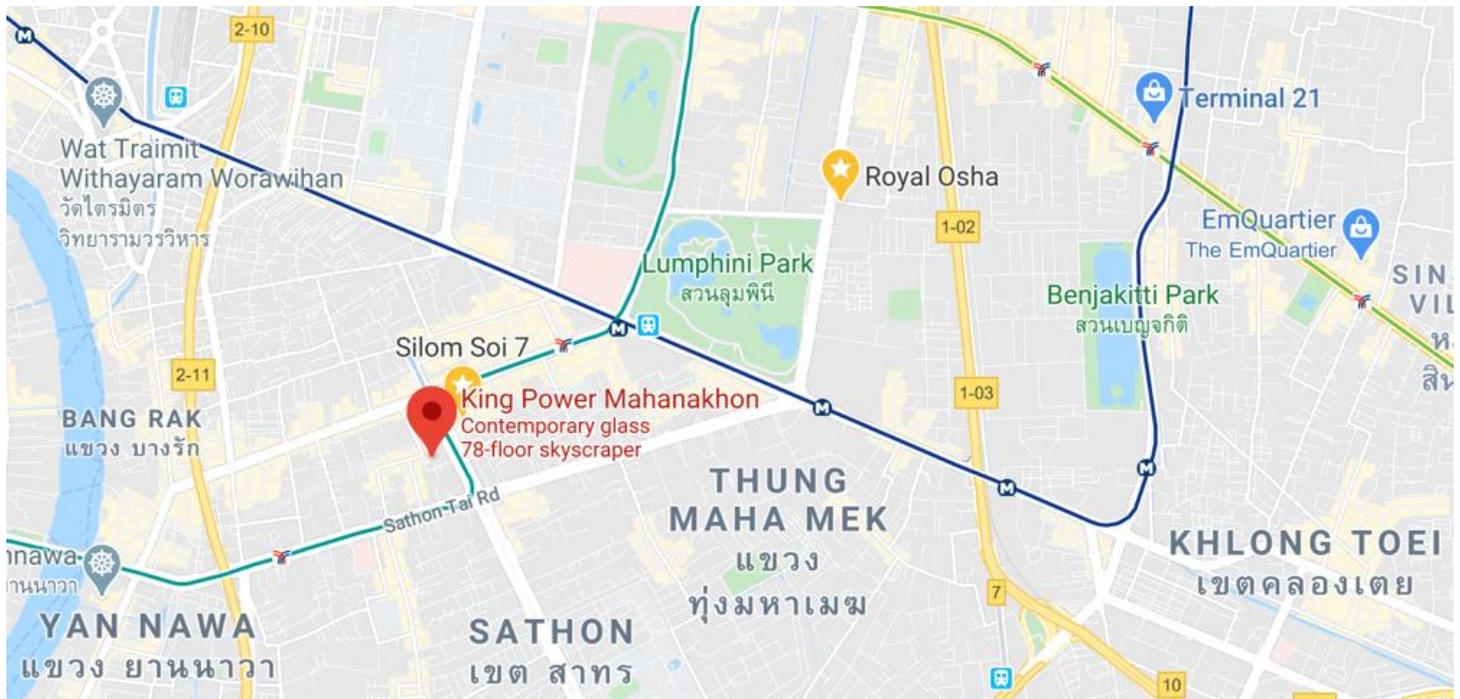
Project Overview

The skywalk souvenir shop is local design company White Space's first retail project for King Power Mahanakhon. Comprising 44 sqm on the 4th floor of the Mahanakhon Skywalk Museum & Retail Shop, the store sells well-curated items for travelers. Alluding to its location in Thailand's tallest tower, its main design concept is a 'cloud' shape, represented in the shapes of the merchandise fixtures.

Project Details

1. **Type of Business:** Duty-free store
2. **Open Date:** 02/2020
3. **Concept:** Main design feature is the 'cloud' shape alluding to the store's location in Thailand's tallest tower.
4. **Location:** 4F King Power Mahanakhon, Bangkok
5. **Size:** 44 sqm
6. **Interior Designer:** White Space (Bangkok based); www.whitesp-ce.com
7. **Website:** <http://story.kingpower.com/en/store-mahanakhon-en/>

Location map



The SkyWalk shop is situated on the 4th floor of King Power Mahanakhon, Thailand's architectural landmark and tallest tower. The 78-storey mixed-use development is also home to the Ritz-Carlton Residence, King Power Retail and Duty-Free, and the SkyWalk observation deck, making it a popular tourist attraction. The building is adjacent to BTS station Chong Nongsi.





The main design element of the shop is the cloud shape, which is well represented in the merchandise fixtures.



