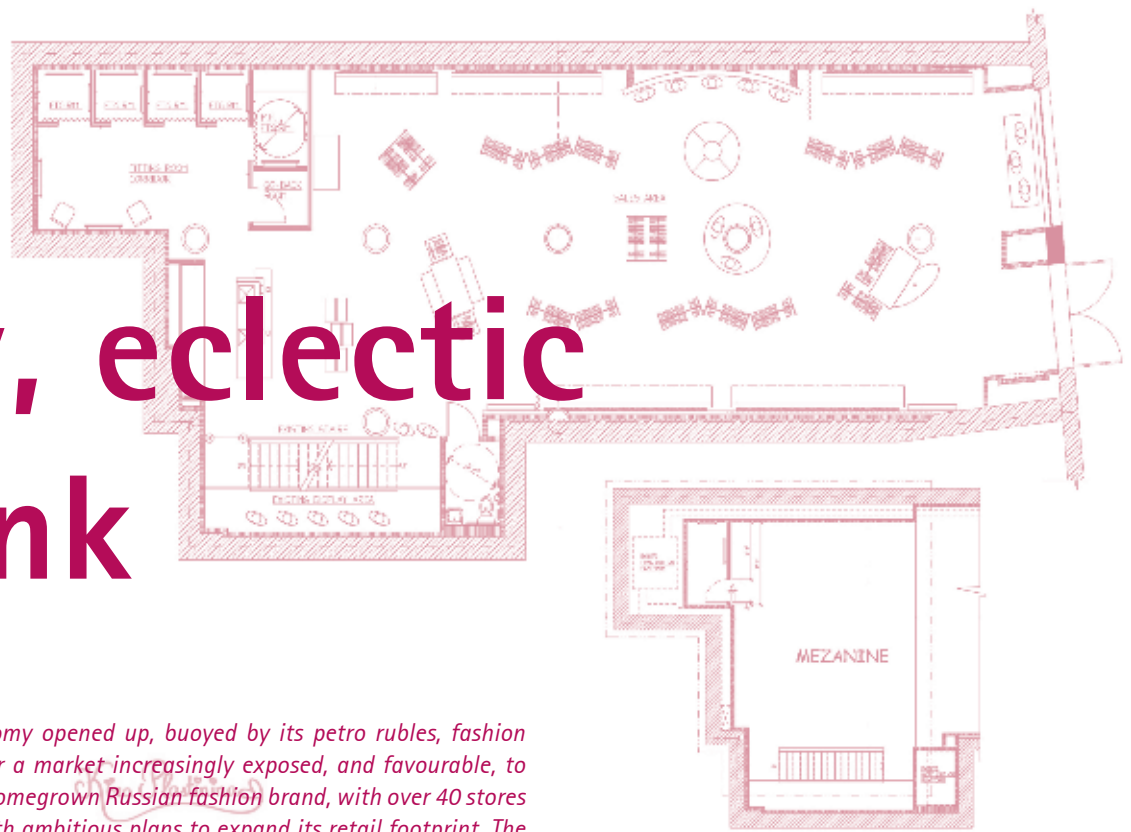




The role of pattern is inspired by imperial and traditional prints, from the pattern in the drapes and wallpaper to the arrangement of site specific elements such as the mosaic-mirror clad columns and graphic use of pink.

INTERNATIONAL FEATURE

Trendy, eclectic and pink



When the post-soviet era Russian economy opened up, buoyed by its petro rubles, fashion brands from the west made a beeline for a market increasingly exposed, and favourable, to elements of western culture. But now, a homegrown Russian fashion brand, with over 40 stores across Russia, has set foot in the USA with ambitious plans to expand its retail footprint. The first retail environment for Kira Plastinina in Soho, New York, designed by JGA, reflects the trendy, eclectic and original fashion creations of its namesake and muse.

Classrooms can bring out the doodler in most of us but then again the activity amounts to little more than a temporary diversion from academic ennui. But if the diversionary sketches are a manifestation of a passion for fashion design and there is a multi-millionaire father with the resources to translate that passion into a business empire, then the results can be a designer phenom called Kira Plastinina.

All of sixteen years of age and in her final year at school in Moscow, the Kira Plastinina brand is a signature collection of apparel, tops, dresses and denim, fashion accessories, shoes and handbags targeted at fashion and trend conscious teenagers and twenty-something's who see themselves creating an outfit, resulting in a calculated, if irreverent, outcome. And the design concept for the 550 square metre (5,960 square feet) store is all of that – irreverent, bold and ultimately chic.

"The brief was to create a fun and easy-to-shop iconic environment reflective of the girlish-trend inspired fashions of Russian fashion designer phenom, Kira Plastinina", says Ken Nisch, Chairman, JGA. "Her fashion collections continually refresh and renew, so the store's various in-shop boutiques highlight each of which are based around a series of themes and inspirations."

Supported by an array of product, these

fashion stages allow a consumer to purchase a collection as displayed by assortments such as color, or mix and match as the savvy shopper can add her own bit of creativity. The mix and match-ability of the fashion collections are organized around five collections in a series of "in-store" boutiques, segmented by curved and straight wall elements.

The role of pattern is inspired by imperial and traditional prints, but exaggerated and applied in ways that are unexpected – from the pattern in the drapes and wallpaper to the arrangement of site specific elements such as the mosaic-mirror clad columns (inspired by the mirrored balls of the disco) and graphic use of pink, which is the signature Kira color.

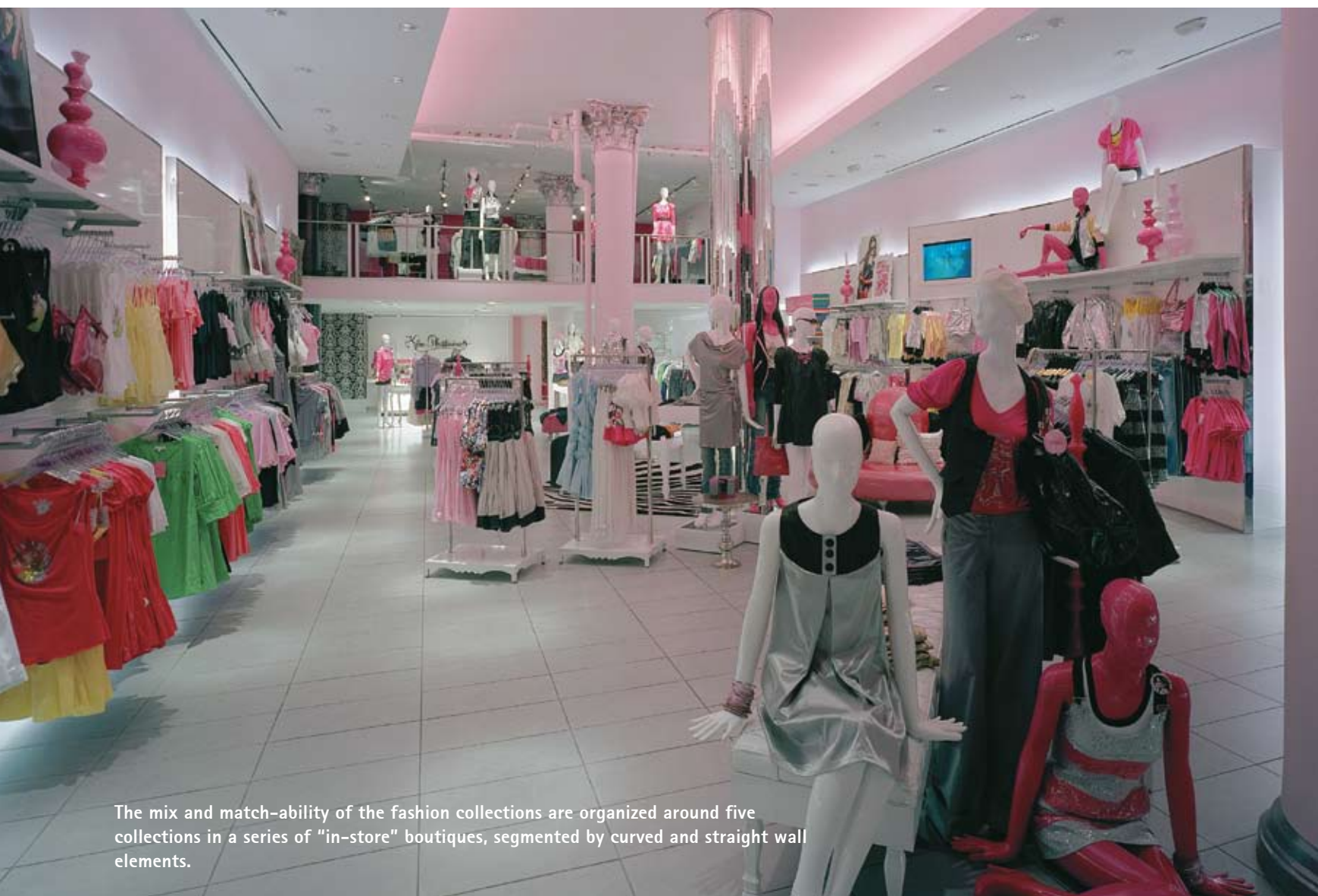
The store fixtures are robust, modern, streamlined and doubly-scaled; where traditional details provide a youthful energy. One simple fixturing system, a high-gloss painted base, varies in heights adding casters to become highly flexible.

Translating the use of bold pink material into finishes throughout the store is more translucent and lacquer-like, as is the glossy nature of the highly reflective floor contrasted by the more matte and subtle finishes of the tables and surface counters.

Elements of visual merchandising,



Overall, the space's sense of illumination and lighting serve as a significant part of the palette, rather than just a way of illuminating objects.



The mix and match-ability of the fashion collections are organized around five collections in a series of "in-store" boutiques, segmented by curved and straight wall elements.

The "pink poufs", round pink seating elements found in every Kira Plastinina store, reflect the whimsical and playfulness of the clothing line.



The cashwrap takes on a traditionally shaped form with motifs that give it a bit of a whimsical twist through internal illumination.

mannequins, feature area displays, along with the integration of digital media and its iconic "scrapbook wall" bring together clippings, friends and family of Kira, and other topics and events that are within Kira's interest.

The "pink poufs" as Kira calls them, round pink seating elements found in every Kira Plastinina store, reflect the whimsical and playfulness of the clothing line. A photo booth for fun shots with friends is also covered with the distinctive wallpaper design. Bold pink carpet in the fitting room area balances the white tile floor, while black aniline-dyed flooring on the mezzanine is topped by an animal print area rug. Serving as unique signage in an already graphic space, three plasma screens display Kira lifestyle images and video, while high energy music lends to the store's dynamic personality.

"The Russian elements of the project come through its décor and materials, such as the imperial-inspired design of the fitting room wallpaper, the opulence of the over scaled furniture, the chrome "Marie Antoinette" bust and the gilded framed mirrors", explains Nisch. "Overall, the space's sense of illumination and lighting serve as a significant part of the palette, rather than just a way of illuminating objects."

The back wall of the store is brightly illuminated using techniques such as edge lighting. Rear-lit fitting room mirrors create a nice wash adding to the bright elements. The cashwrap takes on a traditionally shaped

Black aniline-dyed flooring on the mezzanine is topped by an animal print area rug.



form with motifs (echoing the wallpaper design) that give it a bit of a whimsical twist through internal illumination. Chrome details throughout lend a more Euro-modern feel, appealing to the younger sensibility of the brand's founder and her customers.

Plans are to open at least seven more store across the US this year; which probably makes Kira Plastinina the only teen in the world to have a chain of eponymous stores across two continents •

Design Firm / Architect

JGA

JGA Design Team

Ken Nisch, Chairman
Kathi McWilliams, Creative Director
George Vojnovski, Project Manager

General Contractor

Tom Rectenwald Construction, Inc.

Lighting Designers

Regency Lighting

Lighting Manufacturers

Times Square Lighting
Bartco Lighting, Inc.
Janmar Lighting, Inc.
MaxiLume
Simkar Corporation
Lightolier
Hèmèra, Inc.
Royal Pacific Ltd.
Exitronix

Floors

Durkan Commercial
Matts Inc.
Stonepeak
Gammapar

Decorative Wall Tile

Mixed-Up Mosaics

Wall Covering

MDC Wallcovering
D.L Couch - Stacy Garcia

Millwork / Fixture Fabricator

Grecker Solutions
Twenty Four - Seven

Solid Surface

Corian

Furniture

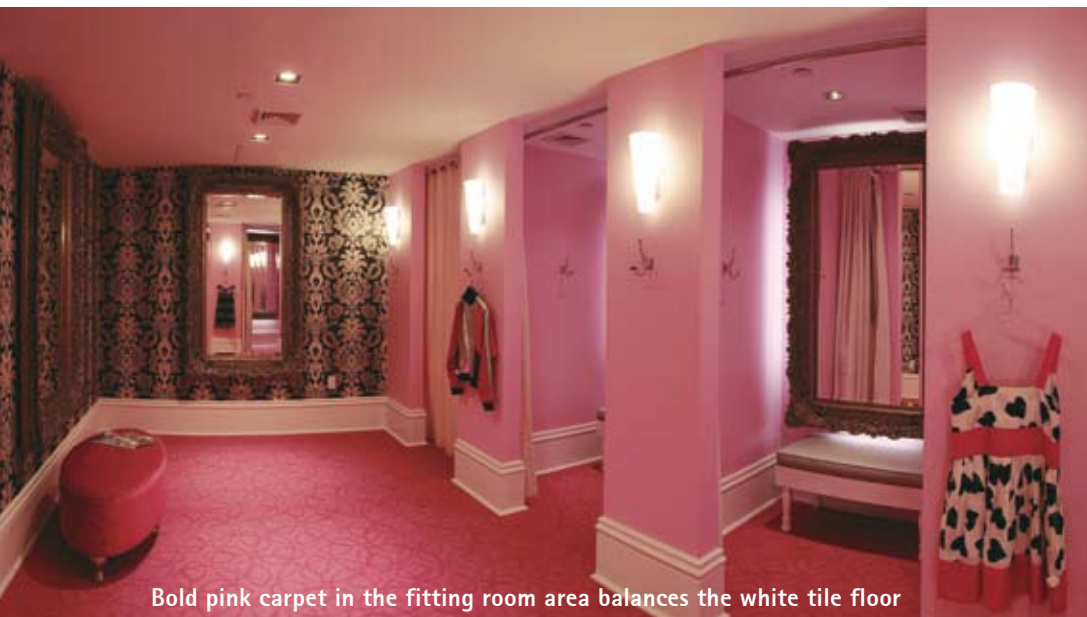
Brocade Home

Drapery Fabric

Coral

Photography

Laszlo Regos Photography



Bold pink carpet in the fitting room area balances the white tile floor

The design concept for the store is irreverent, bold and ultimately chic.

