

RETAIL REVIEW: STREETWEAR AND SNEAKERS

Check out how retailers are using innovation, colourful layouts and modern thinking to upgrade the customer's shopping experience.

LOUIS VUITTON, TOKYO -

Louis Vuitton's revamped store is embodying a streetwear-oriented aesthetic. A dragon head in the window bears the initials 'A' and 'N', referencing men's creative director Virgil Abloh and Nigo, guest collaborator and cult icon and founder of streetwear brand Human Made.



OFF-WHITE, PARIS -

Off-White's Parisian flagship store combines elegance with industrial rawness. A courtyard, a gallery and a market extending over three floors are gradually revealing Off-White's diverse identity. On the third floor, the brand's most iconic and beloved items, ranging from denim pieces to sneakers, are available to customers.



HOUSE OF VANS, MEXICO CITY-

With its new Mexican store, Vans now offers an entire streetwear experience evolving around skateboard culture. The location houses a skatepark, a space dedicated to street skating, interactive workshops with artists and a gallery for rotating exhibitions. Visitors can also enjoy a movie theatre as well as Van's kitchen, with some of Mexico's best chefs.



SOLDOUT STORE, SEOUL -

Soldout shows how physical retail and experience are key to the limited-edition sneakers market. Inspired by a winery, the space showcases a boutique and rare bottles of wine. The entire store consists of specialised spaces, including an examination room to check the sneaker's authenticity, a packaging room, and a space to showcase the premium sneakers.



SUPREME, BERLIN -

Supreme offers a store with an industrial look as well as familiar elements, such as polished concrete flooring and a back wall plastered in iconography, all overlaid with skateboards. Furnishings are few and merely and the sound installation is a clear indication Supreme's new outpost isn't only a transactional space.



SOLEBOX, BARCELONA -

Barcelona's new Solebox store offers a full range of streetwear products inside a market themed space filled with green plastic crates and boxes. The entire concept plays with the feeling of a grocery store with a fridge section displaying t-shirts and socks in the place of meat.

