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## **RETAIL DESIGN**



AZZEDINE ALAIA
Paris, France

He was a star in the 1980s and is a veritable cult hero now, but can Tunisian-born designer Azzedine Alaïa be considered the Walt Disney of fashion? His Paris headquarters does feel like a miniature theme park. Among its attractions are the main shop; a showroom (occasionally used as a gallery); Alaïa's spacious atelier; his private residence; and a very chic three-room boutique hotel furnished with vintage pieces from the designer's personal collection, including items by Jean Prouvé and Marc Newson. The latest addition is a circular shoe shop designed by Newson with architect Sébastien Segers. The pair recently collaborated on another retail

project, a Tokyo boutique for French jewellery designer Marie-Hélène de Taillac. At only 23 sq m, you could easily call the Paris store a shrine. Covered in pale Carrara marble, the shop evokes contemplation. As it probably should: shoe buying is a serious business. The shoes are presented in small alcoves lined with pale leather, like museum pieces or jewels. Café au lait-coloured leather cushions cover a bench that sits around a distinctly palatial central column, softening the marble's austere effect and making the space look supremely elegant. Jesse Brouns Azzedine Alaïa, 4 rue de Moussy, Paris 4e, tel: 33.1 42 72 19 19 >>>

PHOTOGRAPHER: CHRISTOPH KICHERER