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24 Issey Miyake

TOKYO ▲

Issey Miyake has taken the global trend for fast fashion and turbocharged it. His new Tokyo outlet in the Takashimaya department store is one of six in-store concept shops dubbed 24 Issey Miyake. A minimalist take on the mini-mart, 24 was dreamed up by Canadian-born Japanese designer Oki Sato of Nendo. Nendo's pared-down layout features wire-framed racks, rails and tables all based on the look of a shopping basket. While the backdrop is pure white, the store bursts with colour: it stocks the exclusive '24' range, which comes in 20 bright hues and is set alongside pieces from the main collection and a surprisingly affordable selection of the new 'Me Issey Miyake' line, which includes floral-patterned jelly ballet flats created with Brazilian shoemaker Melissa. The convenience store theme carries through to the packaging, with purchases presented like fast food in plastic tubs and zip lock bags. The contents, however, are far more mouth-watering. **GKK**
Nihonbashi Takashimaya, 2-4-1
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Stella McCartney

MILAN ◀

The ground is usually the last place you look when walking into a new shop, but in Stella McCartney's first Milan store, the multicoloured oak parquet floor can't help but draw the eye. First developed by Raw-Edges (aka Shay Alkalay and Yael Mer), the colourful herringbone design was created by the pair for a Designers of the Future brief for Design Miami Basel last June. It was subsequently picked up by Established & Sons for its limited-edition collection and specially produced in the Stella McCartney signature palette of pinks, plums, taupes and nudes for the Milan store. Elsewhere in the shop, a handcrafted brass sculpture acts as a disguise for hanging rails, while magenta, jade and royal blue felt cubes are a colourful display for shoes. Architects APA, based in London, and J&R Studio in Milan have ensured contemporary features sit neatly alongside the neoclassical architecture of the building, with some of the original features – such as the ceiling frescos – kept intact. **Apphia Michael**
via Santo Spirito 3, tel: 39.02 7628 1222,
www.stellamccartney.com