

Taking it slow with klee klee 和 klee klee 一起，慢慢来

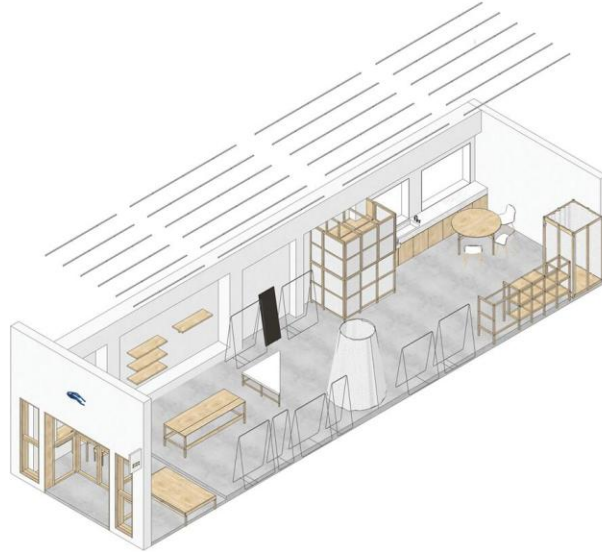
klee klee Brand-Launching Store
新品牌 klee klee 首家零售店



klee klee, a new brand from clothing avant-garde ZUCZUG/, takes its name from Tibetan, meaning 'slow down'. Its big sister ZUCZUG/ is a camera ready fashion plate, but klee klee is an exploration of minimalism and low impact production that results in high impact design. Their concept plays with humans and nature coexisting equally and harmoniously, and looks to city dwellers wanting to turn down the volume, slow down their lives, and reconnect with natural rhythms and lifestyles.

klee klee，是潮流服装 ZUCZUG/旗下的新品牌，取名源自藏族口语，意为“慢慢来”。虽然主牌 ZUCZUG/已颇受大众喜爱，但 klee klee 则更佳偏重对极简主义的探索，坚持环保制作、绿色永续的品牌理念。坚持不懈地探索自然与人平等相处，相互尊重的生活方式。

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(GIF. To download from AIM PR drive)



When asked to design their first store, our initial thoughts went to the person who identifies with 'klee klee', and what their value systems would be. What would their space look like? How would they live? The goal then became to design a store that reflected the habitat of a person who lives by the idea of 'klee klee'.

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当 AIM 受品牌之托来设计第一家 klee klee 品牌店时，建筑师首先想到的是，klee klee 会吸引什么样的人？这些人会尊崇什么样的价值取向？他们的生活方式又会是怎样的呢？在反复推敲后，AIM 最终呈现出一个精准反映 klee klee 生活理念的概念空间。



The conclusion was a place that is characterized by the collection of things inside, a simple and chic reflection on balance.

The naked space was white washed to bring out the perfectly non perfect texture. Led strip

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lighting emphasizes the length of the space, and draws the visitor to the 'end' of the store, where natural light filters across a sitting area that invites time for a cup of tea and a chat.

店内陈列的服装和配饰简单别致，与白色主调的空间相得益彰。白色裸露的空间完美呈现出不完美的质感。LED 灯带强调了空间的深度，在视觉上也引导顾客步入店铺深处，在底部的休息区，自然光透过窗户照射进来，顾客可以坐在这里一边喝茶小憩，一边试衣聊天。



Although ZUCZUG/ and KLEE KLEE take inspiration from Tibetan plateaus and natural environments, both brands are contemporary and sophisticated in their own way. It was important to reflect its modern side in the design.

以青藏高原和大自然为灵感的同时，ZUCZUG 和 klee klee 仍以自己特有的方式诠释当代风格与精致裁剪。klee klee 的空间也虔诚地承载了品牌的文化。

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The furniture is simple and functional, inspired by the pieces Chinese builders use on building sites. There is a sparseness to the choices that allows the interior to be influenced but never overtaken by the design. The pieces are separate, but connected through utility, and when

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placed together in the store, bring everything into a fine balance of urban cool and natural inspiration.

家具的设计以中国建筑工人常用的搭建工具为灵感，秉承了简单和功能性。家具的陈设也刻意地留白，避免过分的充盈，使得设计能够适宜地优化空间，满足实际需求的同时，在都市的低调和自然的丰盛之间营造微妙的平衡。

Steel hangers are stripped down to their basics.

钢制衣架采用最为简单的结构，被剥离而成极简的线条形式。

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The dressing rooms - one round and one square - are mobile, tent like spaces that can be randomly placed.

店内设置了两间可移动的更衣室，一个圆形，一个正方形，可以像帐篷一样随机放置。

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A bedboard becomes a product display. Visually, the space has a quiet richness that invites slow second or third looks to take it all in.

床板也变成了产品展示台。整体空间在视觉上安静有层次，进入这里的顾客会一步步地发掘空间细节，呼应了品牌的“慢”性格。

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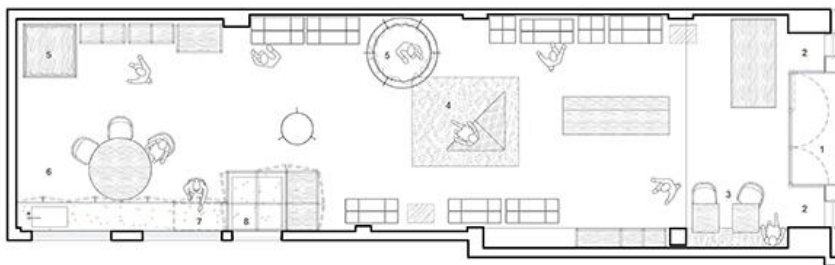


Ultimately, we organized the space with the simple routines of domesticity in mind: tea drinking, sleeping, working, storage. The result is not only a chic retail shop for visitors to peruse a new product, but also a place to experience a real life **manifestation** of klee klee.

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在店铺深处，我们采用了家中常见的功能布局：饮茶、睡觉、工作、收纳。让这个别致的空间在满足顾客体验衣装之美的同时，也能让人们深刻感受到 klee klee 品牌所推崇的生活方式。



KLEEKLEE ANFU ROAD STORE

- 1 Entrance
- 2 Window display
- 3 Tea area
- 4 Lounge
- 5 Fitting Room
- 6 Tea service area
- 7 Cashier
- 8 Storage



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Project Name: klee klee Brand-Launching Store
Location: Room 101, No.322 Anfu Road, Shanghai, China
Client: klee klee
Size: 81 sqm
Program: fashion store
Completion: December, 2016
Design scope: façade, interior & FFE designs
Design team: Wendy Saunders, Ivan Yu, Byungmin Jeon, Lily Zhu, Rachel Wang, Liat Goldman, Jiaoyan
Photography: Dirk Weiblen
项目名称：klee klee 品牌首发零售店
地点：上海市安福路 322 号 101
业主：笑有服饰
面积：81 平米
功能：服饰零售店
竣工时间：2016 年 12 月
服务范围：立面、室内硬装和软装设计
设计团队：Wendy Saunders, Ivan Yu, Byungmin Jeon, Lily Zhu, Rachel Wang, Liat Goldman, Jiaoyan
摄影：Dirk Weiblen

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