

STUDIOPEPE.

JASPAL FLAGSHIP STORE

Jaspal inaugurates a new flagship store in Bangkok with a brand new concept signed by Studiopepe. The 460 square-meter store is located within IconSiam, the largest and most exclusive retail complex in Thailand, directly overlooking the Chao Phray river.

Arianna Lelli Mami and Chiara Di Pinto, artistic directors of Studiopepe, conceived a space with a sophisticated and contemporary atmosphere, characterized by contrasting materials such as concrete and raw wood, natural fibres and handmade ceramics that cover the iconic columns at the entrance and the back wall.

The open layout of the store is defined by full-height metal tubes trimmed with brass details and woven straw frames, that create a circular carousel at the entrance which offers a spectacular display of garments and accessories.

The repetition of vertical lines contrasts the soft forms of the furnishings, while rough materials are juxtaposed with glossy and lacquered surfaces.

On the walls, niches finished with rough concrete house the collections for men and women, accented with different coloured aggregates. The theme is echoed in the minute pattern of the concrete terrazzo flooring.

The overall colour palette revolves around the neutral tones of powder, nude, terracotta and celadon green, alongside natural materials such as rattan, linen and wood.

Natural wood is used for shelves and semi semi-circular screens which filter the boutique window and the dressing room area.

The glazed ceramics are a nod to local traditional craftsmanship, reinterpreted with a contemporary twist: shades of milky white, celadon green and coral, cover vertical surfaces, columns and displays with an iridescent veil.

Bespoke furniture and objects designed by Studiopepe are blended with 1950's Nordic pieces and lamps by Isamu Noguchi, which decorate the ceiling and the lounge area, giving a neo-folk touch to the store.