

# The New Brand Space of JASON WU

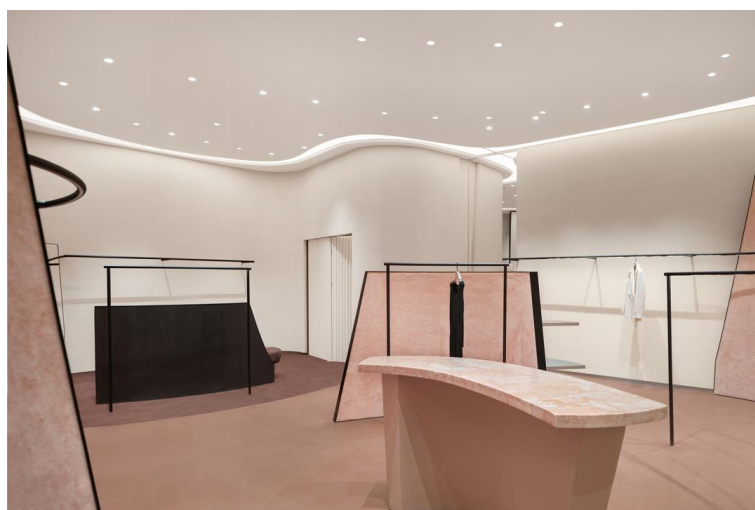
## The Garden of Inner Being

"I create clothes for women who are not only fiercely fashionable but also own their power and femininity."

Since its establishment of Jason Wu in 2007 by a Chinese-American designer, the brand has consistently engaged in a dialogue with fashion through art, devoted to capturing the multifaceted strength of women. It expresses a confident and fearless feminine essence in its fashion, conveying the refined elegance that characterize the brand. SLT was invited to craft an entirely fresh brand space for JASON WU in China.

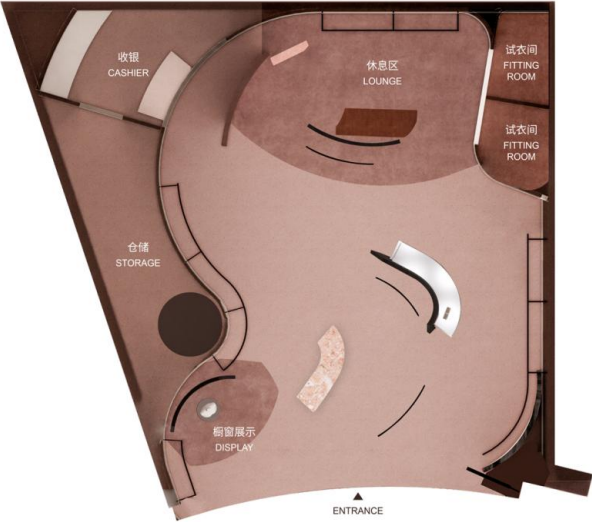


Entrance ©吴鉴泉 Vincent Wu



Overview ©吴鉴泉 Vincent Wu

The first store is situated within the International Finance Square in Chengdu. The fluidity of the curved walls delicately embraces the space, creating a naturally open and expansive store layout. The gentle curves extend and flow, evoking an inherent rhythm in the undulating space. Thoughts follow the change of gaze, exploring inward and expanding outward.



Plan ©SLT Design

SLT translates the recurring three-dimensional flowers and distinctive contours from the brand's runway shows into flexible and potent geometric forms. Moments of blossoming thoughts are captured throughout the space, establishing a "spiritual garden" that mirrors the inner world. Elements such as lightweight panel-shaped walls, and curved countertops and hanging rods connect viewpoints, creating a freely flowing spatial sequence. As one strolls through this space, JASON WU's elegance and romance gradually unfold.



Flexible and potent lightweight panel-shaped walls ©吴鉴泉 Vincent Wu



Curved countertops and hanging rods connect viewpoints ©吴鉴泉 Vincent Wu

The design prioritizes simplicity, steering clear of excessive ornamentation and allowing the clothing to take center stage. This approach embodies the essence of minimalism in the brand space. A pink velvet color tone establishes the backdrop for JASON WU's fresh brand space, seamlessly integrating various textures to create a gentle and serene atmosphere. Tobacco-colored carpets define strategic areas such as window displays and haute couture sections. The interplay of soft pink fabric and black wood grain panels symbolizes the dual nature of femininity, presenting both a graceful exterior and inner strength. Elegance and confidence harmonize in this intricate design.



Window display area ©吴鉴泉 Vincent Wu



Haute couture section and lounge area ©吴鉴泉 Vincent Wu

In crafting JASON WU's new brand space, the contours of all props mirror the structural cuts of the fashion pieces. The design of cutting-angles for exquisite sculptures, employs a unified detail language to strike a balance between volume and breath in the space, and conveys the brand's

emotional assertion of "embracing imperfection" in details, where elegance and authenticity gracefully dance from within.



The design of cutting-angles ©吴鉴泉 Vincent Wu

A sophisticated lighting system enriches the experiential journey, creating a garden-like ambiance. Prismatic lights set the stage for window displays, while concealed light strips delicately trace curves under clothing rods. Ceiling soft films mimic the natural flow of light, and programmable light films, as digital variations of decoration walls, simulating the inspiration and thoughts flowing within the depths of the heart, dynamically express the brand's vitality and inspiration.



The sophisticated lighting system ©吴鉴泉 Vincent Wu

Engaging in a dialogue with oneself through fashion, exploring the inner depths, and connecting with the authentic soul of nature, the design seeks to unearth the strength within and embrace one's true and distinctive "Inner being."



External view of the store ©吴鉴泉 Vincent Wu



A freely flowing spatial sequence ©吴鉴泉 Vincent Wu

Project Name: The New Brand Space of JASON WU

Project Type: Interior Design

Designer: SLT Design

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Completion Date: 2023.11

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Project Address: Chengdu International Finance Square 4F

Building Area: 102 m<sup>2</sup>

Photography: Vincent Wu

Customer: JASON WU