





ABOUT US

AIM was founded by Wendy Saunders and Vincent de Graaf in 2005. AIM is a Shanghai based international and passionate group of professionals, who design and manage a substantial number of projects throughout China and South East Asia

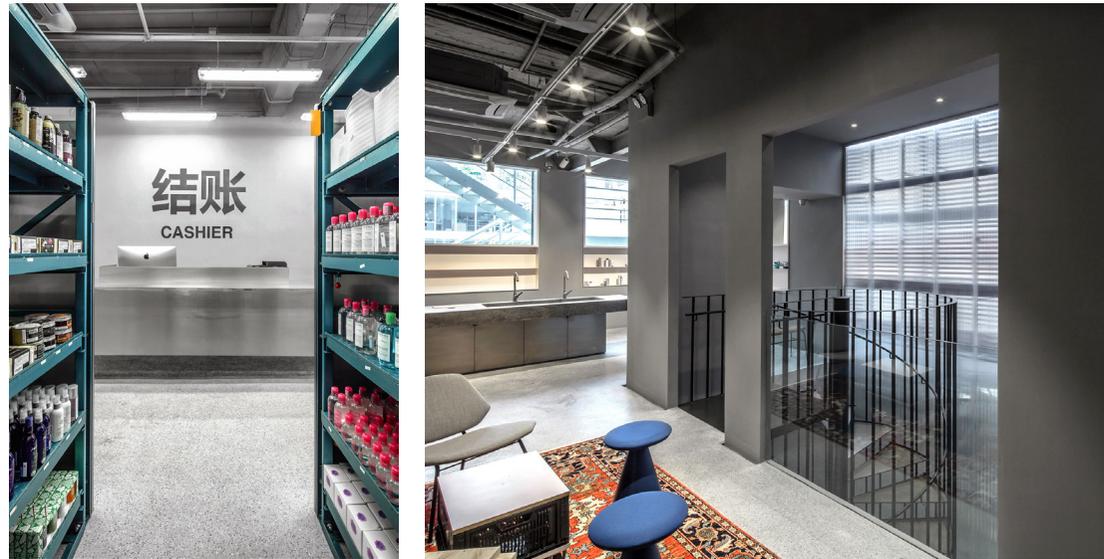
We are a human size company that tries to find solutions that derive uniqueness from being exceptionally dedicated to the design problem. The end result is a myriad of original, unconventional and beautiful projects.

关于我们

恺慕由Wendy Saunders女士和Vincent de Graaf先生于2005年共同创立。目前于中国上海和香港设有事务所。凭借国际化设计背景 and 专业化精英团队的优势，在中国和亚太地区打造出一系列创意无限、品质非凡的业界精品。

恺慕设计理念强调人性化。以人性角度和不循常规的探讨方式，寻求创新大胆、实用唯美的设计方案



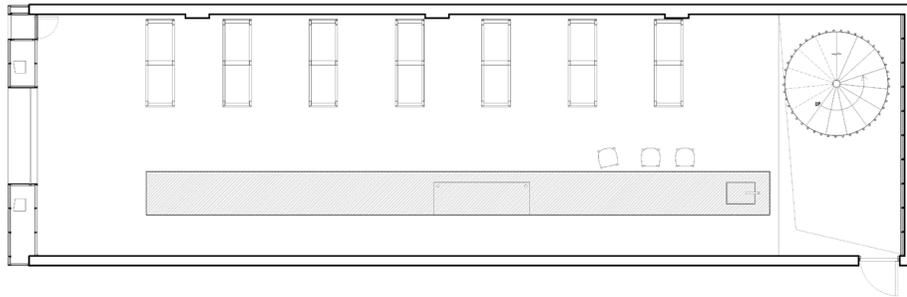


Our online culture and constant clicking means the purpose of physical shopping is up for debate. Digital market places and online brands have disrupted the way consumers experience traditional retail. Transactions in China's online shopping market totaled some 4.7 trillion yuan (US\$680 bn) in 2016 – that is a lot of shopping! So with more and more consumers moving online to do their purchasing, why would a successful e-store set up shop in the real world?

It was an intriguing idea, and the kind of unexpected thinking we embody at AIM. How could a physical space support the e-platform, and vice versa? Harmay's entire brand essence is online shopping, and they do it very well, representing over a thousand brands of niche beauty products and cosmetics – a perfect retail product for online, but with a shop front, both retailer and consumer have a real opportunity to engage.



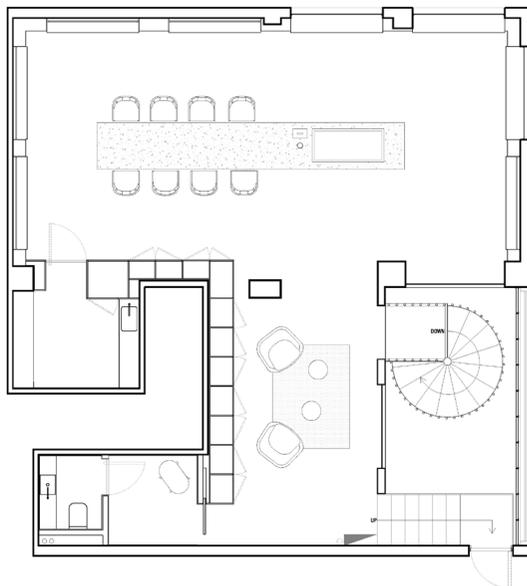
We decided not to reinvent the wheel, but instead provide a look at the cogs in the machine. The physical store is dressed up like a warehouse, but located in a prime spot in the Former French Concession – perhaps a bold choice among all the cute boutiques, but Harmay was ready to do things differently. Like stepping through the online looking glass, the design mirrors the core of the business, and brings shoppers directly behind the scenes.



A transparent polycarbonate panel was used for the façade. Layered over the old façade, it gives the shop visual distinction from a line of other boutiques on the street, but also provides a visceral experience to the familiarity of shopping online. There's a clean, precise warehouse feel within, even laboratory-esque.

Our idea was this space operates as the heart – the 'kitchen' of the brand, you could say. Harmay still very much exists online – but this is the place where everything happens, the center of the action. While you select a new face wash, compare perfume bottles, or try on a lip color – online orders stream in, products chosen and carefully packaged by real people, and sent out into the world.

A spiraled metal staircase takes shoppers to a small space on the second floor. Up here, the vibe is more lounge and leisure than buy and sell. A blush palette mixes with a handmade vintage carpet, eclectic furniture, and electric blue stools. As a space for events and new product launches, it's an ideal spot to swap beauty tips, or test drive new items. If the first level takes you behind the scenes of a known experience, the second floor puts you back in your comfort zone.



It's refreshing to find physical incarnations of a life lived in transactional clicks, and equally refreshing to know the human experience behind them. The design reflects these feelings, and brings to life the virtual experience with a sophisticated, people focused place.



Location: Shanghai, China

Size: 250 sqm

Completion: May, 2017

Design team: Wendy Saunders, Fuzi He, Cindy Xu, Lea Li, Maggie Li, Isabel Qin, Liat Goldman, Amanda Peng, Jiaoyan

Photography: Jerry Yin









