

A SENSE OF OCCASION AT TADASHI SHOJI IN L.A.

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Eveningwear designer Tadashi Shoji has opened a revamped boutique format at the South Coast Plaza shopping Centre in Costa Mesa, California.

The 1,175 sq. ft. space has a cream and pink interior colour scheme that exudes a warm neutrality, allowing the new backlit exterior façade of the store to draw the eye and the footfall in from the mall's walkways. The brand worked with architects (M) Arch to design the space, the same practice it has been collaborating with on a store design for Tadashi Shoji's new boutique in Doha, in Qatar, due to open later this year.



Tadashi Shoji / LA

The textured glass exterior of the Los Angeles store leads to an internal space that is divided by a subtle runway which is marked out by dark floor tiles and two lines of white ceiling spotlights. All of this is centred by a huge floor-to-ceiling plasma screen, running catwalk show videos and other fashion content.

Either side of the runway feature are the hanging rails for the

designer's glamorous product.

A glass louvered floor sits behind the video screen creating a flexible space for VIP or personal shopping.