

# DDi

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Store Design | Architecture | Branding | Visual Merchandising | Marketing

# THE CREATIVITY ISSUE

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**POST-SHOW ISSUE**



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| Awards



**A·R·E**  
design awards

## Tiffany & Co. SoHo wins Store of the Year

The Association for Retail Environments (A.R.E.) recognized the best in retail design, store fixtures and visual presentation at its annual Design Awards celebration held during GlobalShop 2013 in Chicago.

This year's Store of the Year was awarded to Tiffany & Co. for its newest store in the SoHo neighborhood of New York. With a more urban look and feel than the company's Fifth Avenue flagship, the 9,000-sq.-ft. store features elegant interiors embellished with elements by local artists and artisans.

Designed by Tiffany's in-house architecture and design team, the store is filled with luxurious materials, including mother-of-pearl, gold and silver leaf, custom aubusson tapestries, silk carpets and Amazonite stone (a reference to the iconic Tiffany Blue). Each individual selling space is ornamented with distinct elements that reference the venerable retailer's history. For example, hundreds of mother-of-pearl magnolias—inspired by Louis Comfort Tiffany's original stained-glass designs in the 1800s—are inset into lacquered walls. Hand-forged white-gold screens frame the entrance to the room. Tiffany dragonflies appear on backlit silver-leafed glass panels, custom flooring and furniture.

The Tiffany store also took home the Grand Prize for the Hardline Specialty Store 7,501-25,000 sq. ft. category this year.



Photos: Richard Cadan Photography