

# Dariel™ Studio

Thinking by making

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Balmain IFC

**Design Company:** Dariel Studio

**Design Director:** Thomas DARIEL

**Designer:** Marco Montanucci

**Project Manager:** Shiwei Liu

**Area:** 175 m2

**Completion Time:** April, 2017

To enhance their brand image and create a unique experience for Chinese clients, global top luxury fashion brand Balmain invited the talented Shanghai based French designer Thomas Dariel, to design their newest flagship stores in IFC Mall and Plaza 66 mall. By mixing classic French style with modern trends, Dariel Studio designed strikingly elegant and exquisite flagship stores in Shanghai.



As an iconic fashion brand, Balmain stands for French elegance. Thomas translated this into the details of the whole store designs by integrating craftsmanship and textured details in a modern and attractive way.

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The window design is consistent with the Balmain brand image: a purely white interior background contrasts against the deep black frames, which was designed to highlight the major displayed pieces.



The designer combined both elemental aspects of functionality and aesthetics together, however without disregarding the store's original intention of showcasing Balmain's fashion direction.

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The black marble background wall corresponding to the brass mirror frame of the LDC screen, as well as customized handles and the texture of the door frames—all reflect the designer's keen attention to details.

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Upon entering the store, the store goer is visually transported to an imaginary wonderland. Thomas plays with mirrors and lightings to achieve a game of spectacular reflection, resulting in a sophisticated and dream-like scenography.



The geometric wooden floors are reminiscent of the class French art deco style, while balancing a colder atmosphere with the use of marble and glass in the surrounding space.

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As one of the design highlights of the space, the diamond cut shape on the ceilings delivers a strong visual effect and also injects a sense of French humor. The customized black polished display shelf is simple, yet functional and rich in textures.



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The customized brass rack, exquisite French sculptured patterns on the wall, and gold lines decoration, all reflect the craftsmanship pursued by the designer.



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Thomas also uses a wide variety of colors to inject energy and vitality into the store. The elegant grey-colored walls, inlaid with metal lines, showcase the extravagant vibe of the MAN Clothes Section, with the WOMEN clothes section distinguished by a white wall. The wall of the fitting room is designed in celadon, communicating a strong air of French elegance.





The geometric lines found at the cashier desk and the copper metals lines combine to produce a strong visual impact.

## About Dariel Studio

Dariel Studio is a multi-award winning interior design company founded in Shanghai in 2006 by French Designer Thomas Dariel. Since its establishment, Dariel Studio has completed over 60 projects of the highest quality in the main areas of design: hospitality, commercial and residential.

Dariel Studio manages to reach originality and creativity while also performing in project management, a double focus that led the company to be recognized and honored for its ability to lead projects from concept up to execution.

Dariel Studio's tailor-made approach focusing on clients needs has allowed the company to create a large portfolio of clients – private, entrepreneurs, luxury brands and major real estate and hospitality corporations – Chinese as International.

With offices in Shanghai and in Paris, Dariel Studio relies today on a team of professionals coming from various countries and backgrounds driven by the same passion for design. Since ten years, Thomas is the leading Designer and creative mind behind Dariel Studio's signature.

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By confronting heritage and cutting-edge innovations, playing with sensations, mixing opposites and incorporating French design expertise with Eastern cultural influence.

Dariel Studio aims to transform reality into a five-sense emotional experience.

In its search of new forms, Dariel Studio's open approach unfolds new perspectives and possibilities within the process of "making" while constantly observing rules and clients'

demanding standards. Through this way of creating interiors, a new language occurs on each project, driven by a passion for turning upside down traditional codes and clichés.

Boldness, elegance, youthfulness, expertise, innovation and an in-depth understanding of clients' identity and expectations allow the studio to ensure the highest quality design.

## Awards & Nominations

2017

### **-AD 100 CHINA 2017**

Selected as one of the Top 100 Talents in Architecture and Design

### **-EDIDA China 2017**

Selected as Young Design Talent of the Year 2017

### **-Outstanding Designers of the Year 2017**

Selected as Crossover Design Talent of the Year 2017

2016

### **-NEO POWER Shanghai**

2015

### **-Architectural Digest - AD - Top 100**

Talents in Architecture and Design

### **-Jintang Prize China Interior Design Award**

Best Residential Design of the year for "Beijing Fantasy"

Best Restaurant Design of the year for "Lady Bund"

Best Showroom Design of the year for "Vanke Showroom"

**-Residence Magazine**

Top100 Interior Design Project of the Year - Lady Bund

2014:

**-a&d TROPHY Awards 2014:**

Residential Design of the year for “Beijing Fantasy”

**-2014 Shanghai WOW!**

Best New Restaurant - Lady Bund

**-[TO THE EAST OF THE WORLD]**

Design Week-Golden Phoenix Inheritance Awards

2013:

**- AD 100 CHINA 2013:**

Selected as one of the Top 100 Talents in Architecture and Design

**- Perspective's 40 Under 40 Recognition 2013:**

Selected as one of the Top 40 Young Design Talent under 40

**- Design For Asia Award (DFAA) 2013**

DFA Bronze Award for “Blue Penthouse”

**- H.D.F Luxurious Projects Asia Awards 2013**

Silver Award Winner of the Top Luxury Hotel Design for “Blossom Hill Boutique Hotel”

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**-Jintang Prize China Interior Design Award 2013:**

Excellent Residential Design of the year for “Blue Penthouse ”

Excellent Entertainment Design of the year for “Prime Fitness ”

**-Top 100 Soft Decoration Award:**

Top 10 prize for “Blossom Hill Boutique Hotel”

**- IAI Award 2013 Global Space Design Award**

Nomination for “Blue Penthouse”

2012:

**- Andrew Martin Interior Design Awards:**

The Best Internationally

**- The 10th Modern Decoration International Media Award:**

Outstanding designer of the year

Best Hotel Space Design of the year for “Blossom Hill Boutique Hotel”

**- Jintang Prize China Interior Design Award 2012:**

Top 10 Hotel Design of the year for “Blossom Hill Boutique Hotel”

Good Hotel Design of the year for “GTAS”

Good Office Design of the year for “Dunmai Office”

Honor Mentioned for Best Marketing and Development (Dariel Studio)

2011:

**- Jintang Prize China Interior Design Award 2011:**

Restaurant Design of the year for “Yucca”

**- International Arch of Europe Award (IAE) - Gold category**

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2010:

- *The 8th Modern Decoration International Media Awards:*

Best Young Designer of the Year

Best Office Space Design of the Year for "Imagine China"

## *More info*

[www.darielstudio.com](http://www.darielstudio.com)

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