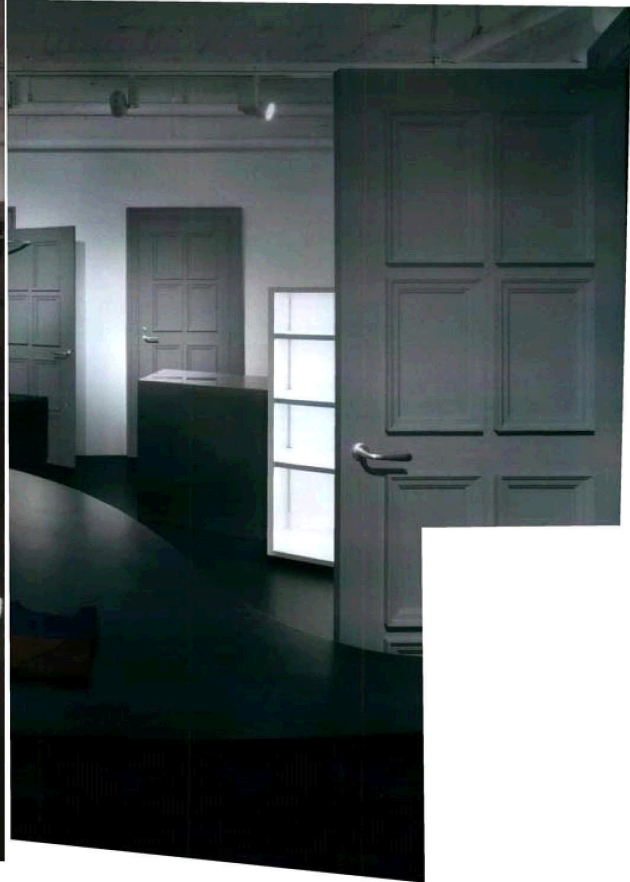
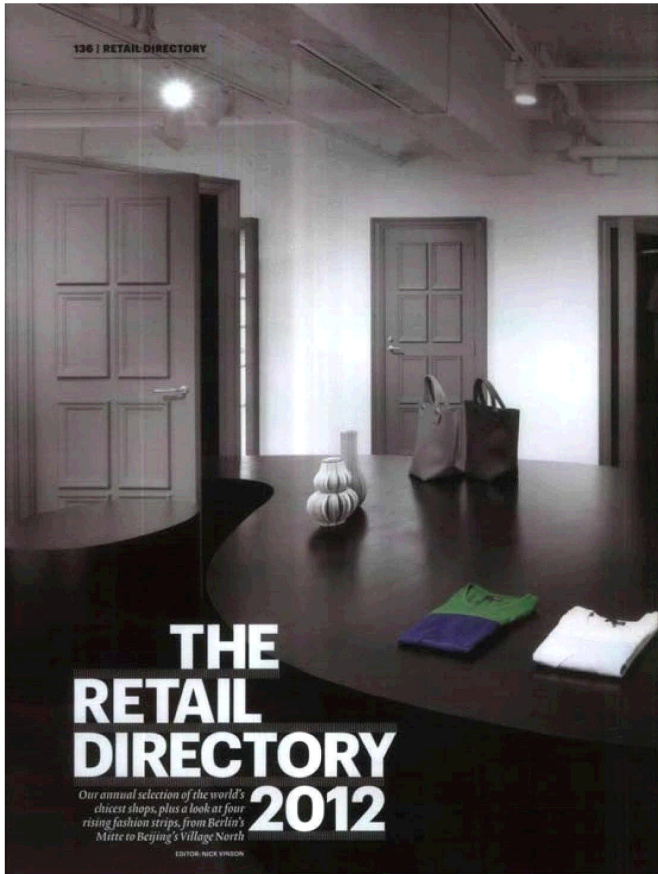


Client: Londonewcastle
Source: Wallpaper (Main)
Date: 01 March 2012
Page: 136
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*Our annual selection of the world's
chicest shops, plus a look at four
rising fashion strips, from Berlin's
Mitte to Beijing's Village North*
EDITOR: NICK VINSON



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Beautiful People

TOKYO ▲

Beautiful People, which has been delighting the young Japanese fashion crowd with its casual wear and preppy pieces for over a decade, is on the way up. August saw the opening of its first flagship store, a sleek space in Tokyo's Aoyama created by Masimichi Katayama of the aptly named Wonderwall, the interior design agency whose client list now features everyone from APC, Colette, Uniqlo and Bape to B&B Italia. For Beautiful People's first own-brand boutique, Katayama had – what else – a beautiful idea: the shop walls are lined with over 10,000 artificial flowers of nine different species, from sunflowers to roses to tulips. All are white (some even come with tiny white bugs), and are protected by glass walls. They provide a fun but stylish backdrop to Beautiful People's collection of sleek camel coats and parkas, crisp shirts and double-breasted jackets, displayed on simple metal rails or glass shelves. Mirrored panels and ingenious lighting complete the perfectly composed space. **Josh Sims** 3-16-6 Minamiaoyama Minatoku, tel: 81.3 6447 1869, www.beautiful-people.jp

Wallpaper*

Fashion strip #3

Redchurch Street, London

Who's around: APC, Aesop, Sunspel
Strongly tipped: Christian Louboutin, Vivienne Westwood, Ralph Lauren, Prada, Ian Schrager's Public hotel

Once the poorest district of Victorian London, Shoreditch has come a long way: its Redchurch Street is now being described as the Bond Street of the East. In the area, Terence Conran's five-star Boundary hotel and the members' club Shoreditch House have been joined by boutiques, smart galleries, the new Shoreditch High Street tube station and Boxpark – shipping containers turned into 'the world's first pop-up mall'. Developers such as Derwent London, Hammerson and Londonewcastle have announced big plans for Shoreditch too, the latter planning a mixed-use development by Amanda Levete. 'Shoreditch is as exclusive as Mayfair these days,' says Simon Rinder, of commercial estate agency Pilcher Hershman. 'All the West End companies are moving here.' **AM**

The Roca London Gallery

LONDON ▲

Located in Chelsea Harbour and covering 1,100 sq m, the new London flagship of Spanish bathroom specialist Roca was designed by Zaha Hadid Architects; it is the Stirling Prize-winning practice's third project in the capital. The fluid glass, gypsum and concrete interiors are the perfect environment to showcase Roca's most innovative products, and effortlessly reflect the company's innovative spirit. Water is the leading source of inspiration for the design: 'It's carving the interior and flowing through the main gallery,' says Hadid. A series of curvaceous openings on the façade allow glimpses of the flexible, open-plan interior, which features bespoke ceramic tiles and fibreglass furniture. **Ellie Stathaki** Station Court, Imperial Wharf, London SW6, tel: 44.20 7610 9503, www.rocalondongallery.com

