

# THE MARC JACOBS EXPERIENCE

*How Jaklitsch/Gardner created an unmatched retail presence for one of the world's top fashion designers*



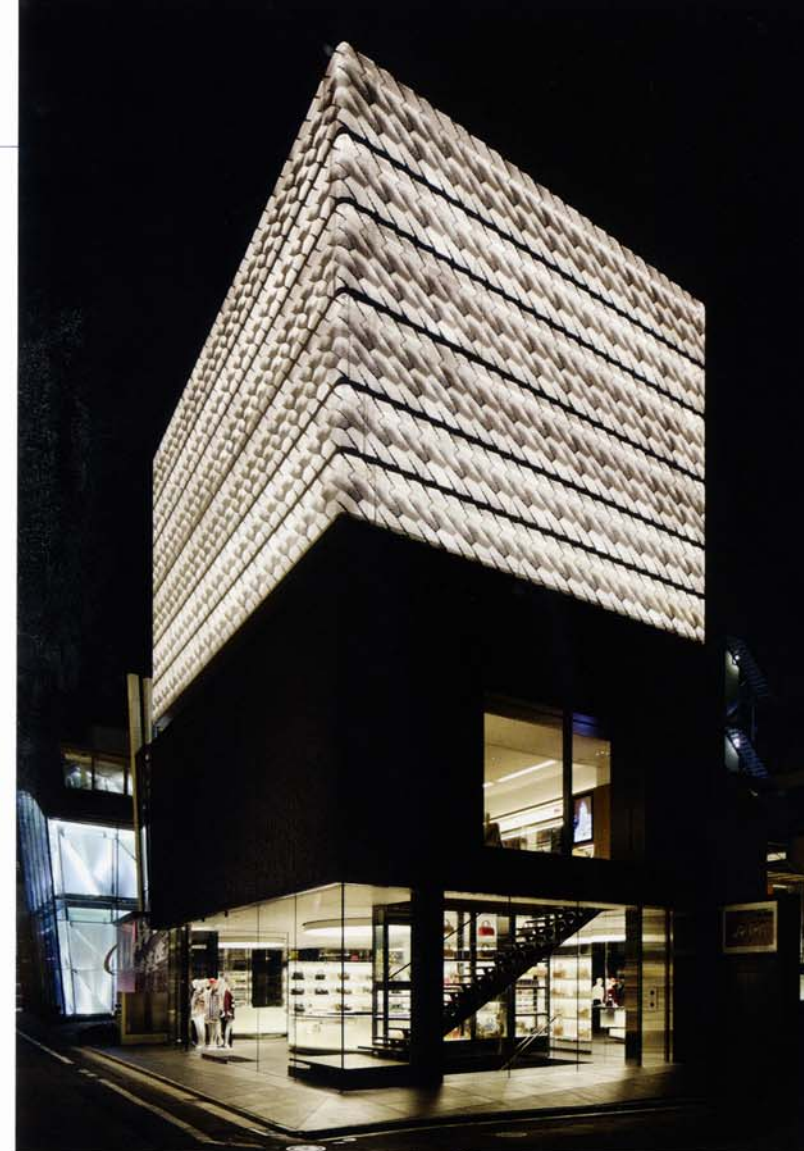
BY KATIE MENDELSON  
PORTRAIT BY ERIC LUC

JUST AFTER STEPHAN JAKLITSCH AND MARK Gardner completed a residential project for Robert Duffy, Marc Jacobs' business partner, Duffy immediately requested their presence in San Francisco for a new assignment. What job could inspire such urgency? Marc Jacobs' collection store.

With Jacobs' existing Soho store in mind, the New York-based designers were drawn to the concept of an open storefront that maximized pedestrian interaction. Inside, the single large room features white plaster walls, black-stained flooring, and custom-built stainless steel rolling racks. "Our work—and Jacobs' brand—is about doing things with a certain level of quality and detail," Jaklitsch

says. "Yes, you can do an H&M knockoff, whether it be a piece of clothing or a rolling rack, but it's not going to be the same thing."

Jaklitsch/Gardner has since completed 10 Marc Jacobs retail shops around the world, from Georgia to Japan. Each store requires location and cultural requirements to be considered. When designing the Tokyo store, Jaklitsch used a building feature called the *kosakubutsu*. Only two floors of the building are inhabitable, so the third level, the *kosakubutsu*, is crafted from perforated aluminum panels and LED-illuminated tensile fabric. In true Marc Jacobs form, it acts as a quiet but forceful presence in the neighborhood. "It essentially becomes a billboard. It's



*"It is a truly in-the-know brand—very subtle."*

—STEPHAN JAKLITSCH

## ◀ MARC JACOBS TOKYO

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Located in Tokyo's Aoyama shopping district, this flagship was subject to some strict local codes. Only two of the three floors are used for sales, but the building towers above the street with its lantern-like "kosakubutsu," used to conceal rooftop equipment.

**LIGHTING MAKES THE SPACE**  
Lighting can change a room. When done right, it creates atmosphere and enhances the layout and architecture. Kacper Dolatowski, from Axon Design Inc., created the lighting concept and custom fixtures like a second floor glass chandelier for the Marc Jacobs Tokyo store. "The main challenge was to create lighting with great sense of connection to the building and its interior. It's really all about the emotions one may experience when shopping there... A sense of luxury. Lighting is like a cufflink to the suit," Dolatowski says.

