THE MARC JACOBS EXPERIENCE

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

JUST AFTER STEPHAN JAKLITSCH AND MARK Gardiner 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/Gardiner 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 hoozubon. Only two floors of the building are inhabitable, so the third level, the koshinabutu, is crated 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

LIGHTING MAKES THE SPACE

Lighting can change a room. Things done right, it creates atmosphere and enhances the visual and architectural qualities. Jaklitsch/Walter von Axen/Zendegi Plus, created the lighting concept and custom fixtures like a second skin for each space, therefore, the Marc Jacobs Tokyo store. The main challenge was to create lighting with great sense of scale, that is, set up the building and its interior. It is all about the overall experience when shopping there. —Von Axen