FASHION wears ARCHITECTURE
Collaboration
How can ‘Architecture’ be used for ‘Fashion Brand’ to develop its style, brand-image, and identity?
Step 1: Understanding fashion

- Research
- Collaborative work with fashion designer

Fashion designer

Architect
4. Photo shoot
Feedback

a Spatial patterning skirt

- Fabric
- Pattern
- Layering
- Steel
- Construction

Understanding each fields
Realizing many similarities
Sharing working process
Attempting new design
Step 2 Selecting a target

Choose the brand that gives inspiration and need promotion
Givenchy is a luxury total fashion brand. Aristocracy, romance, irony and chic elegance are all part of the characteristics of Givenchy.
<table>
<thead>
<tr>
<th>Philosophy</th>
<th>Style</th>
<th>Material</th>
<th>Technique</th>
<th>Surrounding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White</td>
<td>Slim</td>
<td>Fabric</td>
<td>Draping</td>
<td>Box</td>
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<tr>
<td>Gothic</td>
<td>Triangle</td>
<td>Lace</td>
<td>Layering</td>
<td>Pattern</td>
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<tr>
<td>Elegance</td>
<td>Edge</td>
<td>Stud</td>
<td>Slit</td>
<td>Neatness</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>See Through</td>
<td></td>
</tr>
</tbody>
</table>
Step 3: Designing a building
INITIAL PROPOSE

Philosophy          Style             Material          Technique         Surrounding

• Black & White    • Slim            • Fabric          • Draping          • Box
• Gothic           • Triangle        • Lace            • Layering         • Pattern
• Elegance         • Edge            • Stud            • Slit              • Neatness

• Fabric
• Lace
• Stud
• Draping
• Layering
• Slit
• See Through

Alt1

Alt2

Alt3
Linier wall layering, hanging

Horizontal rhythm of walls makes vertical view for people.

• order of elements
• Human’s view

Function of Walls

Close       Open        Direction       Depth    Link    Pile up
• Process

1. Layering walls
2. Defining level
3. Hanging walls with level
4. Installing floors

Elements and spaces are generated by layer of wall
What is difference?

What's happened?

- Lighting; Artificial, Natural
- Void
- Keep walls
- Hanging space
- Lining space
- Hidden space
- Bridge; Connection of levels
• Combination of layering walls
SITE ANALYSIS

LOCATION

Paris ➔ St. Germain ➔ Rue de l’abbaye

• Fashion
• Origin place of Givenchy
• Shopping
• Historical place
• Potential
• Irregularity height
• Crossing
• Square
• Pedestrian road
• Church
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Keywords</th>
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<tbody>
<tr>
<td>Middle ages</td>
<td>The church of Saint-Germain-des-Pres</td>
<td>Religion</td>
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<td>17c -19c</td>
<td>Noble town houses</td>
<td>Philosophy</td>
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<tr>
<td></td>
<td>old aristocracy and new upper bourgeoisie</td>
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<td>1930s</td>
<td>Nightlife, cafes and students</td>
<td>Entertainment</td>
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<tr>
<td></td>
<td>The center of the existentialism movement</td>
<td>Existentialism</td>
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<tr>
<td>After WWII</td>
<td>The intellectual and cultural site</td>
<td>Philosophy, Literature</td>
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<tr>
<td></td>
<td>Philosophers, authors and musicians</td>
<td>music</td>
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<tr>
<td>Today</td>
<td>A thriving high-end shopping street</td>
<td>Shopping</td>
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<tr>
<td></td>
<td>intellectual and political gatherings</td>
<td>Intellect</td>
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<tr>
<td></td>
<td>The nightlife</td>
<td>Politic</td>
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<td></td>
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<td>Entertainment</td>
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<tr>
<td></td>
<td></td>
<td>Tourism</td>
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</table>
• St. Germain (Center of Paris)
- **Area**
  "1712 m²"

- **Height limitation**
  "25m"
DESIGN SCHEME

• Axis & Entrance

• Elements
  - crossing
  - enclosing
  - edge
  - hanging
  - passing
  - floating
• Layering and Connections

• Space & Construction

• Program

• Surrounding

• Material
• Concept Model photos
### Area

<table>
<thead>
<tr>
<th>FASHION</th>
<th>WOMEN’S</th>
<th>MEN’S</th>
<th>ETC.</th>
<th>VIP</th>
<th>TOTAL</th>
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<td>634.9</td>
<td>427.7</td>
<td>161.3</td>
<td>297.2</td>
<td>1521.1 m²</td>
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<table>
<thead>
<tr>
<th>COSMETIC</th>
<th>STORE</th>
<th>BEAUTY-CARE</th>
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<td>119.6</td>
<td>77.2</td>
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<td>196.8 m²</td>
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<table>
<thead>
<tr>
<th>CUISINE</th>
<th>CAFE</th>
<th>RESTAURANT</th>
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<td>285.3</td>
<td>191.4</td>
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<td>-</td>
<td>476.7 m²</td>
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<table>
<thead>
<tr>
<th>ENTERTAIN</th>
<th>SHOWROOM</th>
<th>MUSEUM</th>
<th>EVENT-HALL</th>
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<tbody>
<tr>
<td></td>
<td>369.5</td>
<td>422.7</td>
<td>64.6</td>
<td>-</td>
<td>856.8 m²</td>
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</table>

<table>
<thead>
<tr>
<th>WORK</th>
<th>OFFICE</th>
<th>MAIN-WORKROOM</th>
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<tr>
<td></td>
<td>394.3</td>
<td>97.3</td>
<td>-</td>
<td>-</td>
<td>491.6 m²</td>
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<table>
<thead>
<tr>
<th>SERVICE</th>
<th>SUPPLY</th>
<th>COURTYARD</th>
<th>TOILET</th>
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<tbody>
<tr>
<td></td>
<td>90.3</td>
<td>172.5</td>
<td>97.9</td>
<td>-</td>
<td>360.7 m²</td>
</tr>
</tbody>
</table>

| TOTAL       | -        | -            | -      | -     | 3903.7 m²   |
MAISON DE MODE; ALL THE BRAND NEEDS

- Approach

1. café & dining
   - Casual atmosphere
   - Stay longer

2. fashion & goods
   - Luxury atmosphere
   - Whole sales

3. museum & event
   - Open to public
   - Invisible (brand) sale

4. office & service
   - Hidden circulation
LAYERS & INTERACTION
• Load bearing wall system
- Tree shaped wall with openings
• Suspending space
• Suspending space
• Suspending space

3/8
• Suspending space
• Suspending space

5/8
• Suspending space

6/8
• Suspending space

7/8
• Suspending space
8/8
• Steps of construction

1/6
• Steps of construction

2/6
• Steps of construction

3/6
• Steps of construction

4/6
• Steps of construction

5/6
• Steps of construction

6/6
ELEVATION – WESTERN VIEW
Black slate natural stone louver
White Carrara marble cladding, bulged panel
Ceramic black granite
4mm aluminium sheet coping, bent to shape
separation layer of roofing paper
60mm insulation in the spaces
separation layer of roofing paper

black polished granite 2
supported on 5mm stainless steel bracket
50mm cavity
120mm mineral wool thermal insulation
250mm plastered reinf.conc.

80mm substrate, filter mat
two layers of bituminous roofing seal
120mm polystyrene insulation to falls vapour barrier
250mm reinf.conc
20mm Cedar board
80mm Precast Floor Heating Panel
10mm Plywood sheeting
5mm membrane
100mm Thermal Insulation
100mm Thermal Insulation
20mm Plywood sheeting

Ventilation system
Water protect

Concrete foundation
Double glazing 10+8mm. safety glass
with 12mm cavity
Opening for ventilation
Steel to cable connection
Steel column
Slate louver

40mm metal grating
60mm screed
0.2 mm polythene separating layer
20mm impact sound insulation
100mm reinforced concrete topping
Profile metal sheets
70mm insulation

24mm, 19mm two layers of Plasterboard
Vinyl paint
Black slate
Steel supporter
Steel column
Steel to cable connection
Double glazing

Internal wall construction:
20mm Oak veneered plywood
20mm Waterproof bonded plywood
Steel to cable connection
110/150mm Timber rails
20mm Oak veneered plywood
Double glazing steel mullion for supporting steel column

Bulged marble panels
Spacer with seal pin

24mm, 19mm two layers of Plasterboard
Vinyl paint

Wooden panels for stair steel support
DETAIL – LOAD BEARING WALL

Concrete load bearing wall
Steel window frame
Semi transparent glass

granite panel opening

0 m
STREET VIEW FROM PLACE SAINT-GERMAIN DES PRES
STREET VIEW FROM RUE DE L'ABBAYE
INTERIOR - MAIN DESIGNER’S ROOM
Step 4: Enjoying long-lasting style

Video clip – 2’22”

- Givenchy Spring/Summer 2011 Women’s wear Fashion show
- Maison de Mode in Paris
THANK YOU

Mentors:
Robert Nottrot
Engbert van der Zaag
John Heintz

Examiner:
Daan Vitner

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TU DELFT, EXPLORELAB X
P5 PRESENTATION