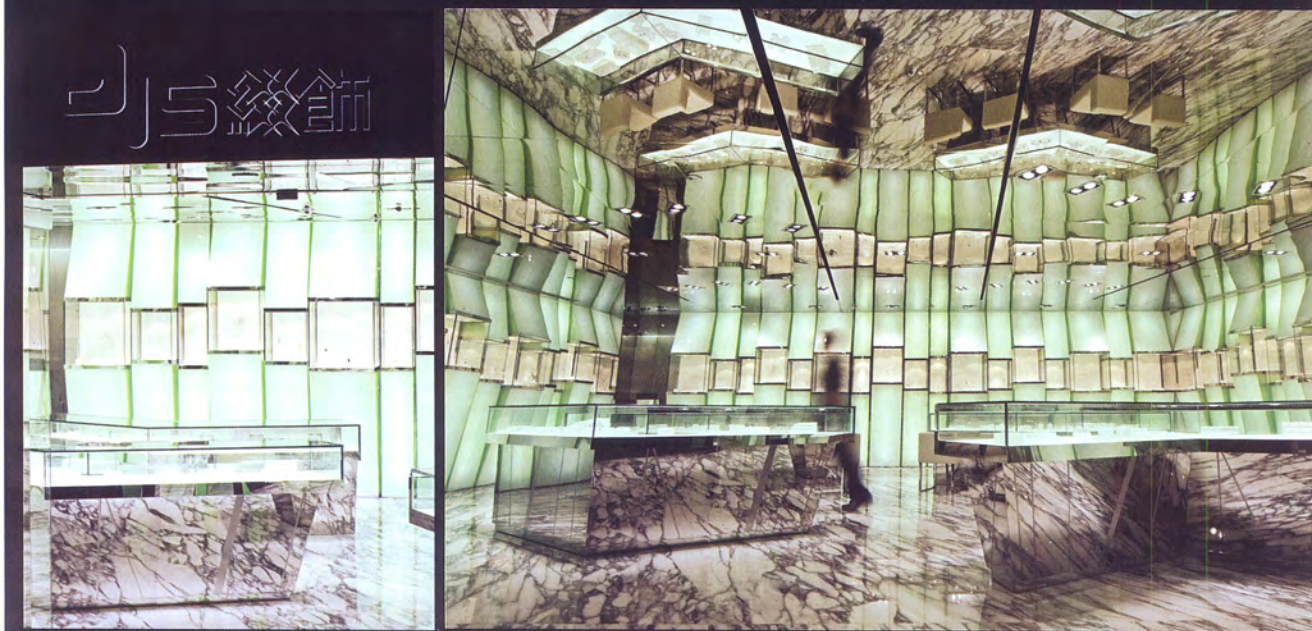
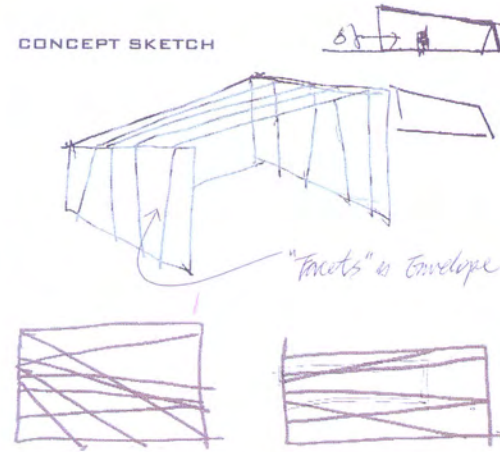


# walk into this 'gem'

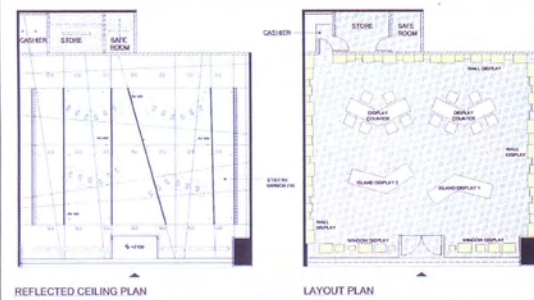
PHOTOGRAPHY BY NG SIU FUNG



CONCEPT SKETCH



If the sparkling 'hall of mirrors' images that you see in these pages aren't quite telling enough already, DJS is a new jewellery label in diamonds and jade launched by Chinese Arts & Crafts (HK) Ltd. Panorama International Ltd's design is a 'total branding exercise, to offer new retail experience of a jewellery store aimed at the middle-class spender in a competitive local market'. The design strategy to generate a unique identity for the brand takes off on a thematic, literal, reference to the naturally faceted structures of diamonds and jade. Hence, the retail space as a glowing gemstone. A white spatial envelope of back-lit alabaster showcase, wall units and white marble floor were first set up, to provide a minimal setting to the space. A symmetrical layout was then adopted to emphasize the square-ness of the site, followed by geometrical compositions of facets in both aesthetic and functional layers. White glowing wall units with tilted



vertical faces at random angles allow the green facings to be exposed. This subtle addition of accent green depicts the natural beauty of jade's colour and translucency. Rows of floating, glazed square showcases of different sizes and heights create rhythm, and create strong visual impact. Small and precious items of diamond and jade displayed on frosted acrylic sculptural display stands, each front- and back-lit for sparkling and translucent beauty. The interplay of angular language is reflected off the slanted mirror-and-stainless steel ceiling to further enhance the strongly thematic space, which is projected through the full-height clear-glass shopfront for maximum exposure. +