



MULTIFACETED LUXURY: DJS JEWELLERY BOUTIQUE

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An opulent, gleaming interior lined with polished gemstones – that’s the immediate impression that comes to mind when one steps into DJS jewellery boutique. Designed by Horace Pan who heads the Hong Kong-based interior and design firm, Panorama International Ltd, the boutique is conceptualised as a “glowing gemstone”. Given that DJS is a jewellery line specialising in diamonds and jade, the colour and facets commonly associated with these precious stones are incorporated into the boutique’s design layout.

Eschewing the usual plain, boxy showcase units, the designer came up with eye-catching chiselled wall display units. Individual pieces of diamond and jade jewellery are displayed on custom-made frosted acrylic blocks instead of non-descript jewellery display stands.

The centrepiece of the boutique is the row of striking, full-length display units lining the walls. Resembling pillars of varying widths and sizes, the units are made of alabaster carved in angular lines. Built into each of the display units,

at about eye-level, are transparent glass display cases for holding jewellery. Capitalising on the translucent nature of alabaster, the display units are illuminated from within to give them a subtle shade of green the colour of jade. For added visual impact, the alabaster units are positioned to create a series of high and low relief reminiscent of gemstone facets.

Four L-shaped island displays and display counters are placed at the centre of the boutique floor away from the wall display units, making space for customers to move around freely while browsing. Reflected on the gleaming stainless steel ceiling is a mirror image of the boutique’s marble flooring and jewellery display units. This visual play creates the sense of being encased within a room of large, cut and polished gemstones while shopping for diamonds and jade.

DJS jewellery boutique is located at Shop 223, China Resources Building, 26 Harbour Road, Wan Chai, Hong Kong; Tel: (852) 2827 1811.

