

# HUNTER

## Ginza, Tokyo

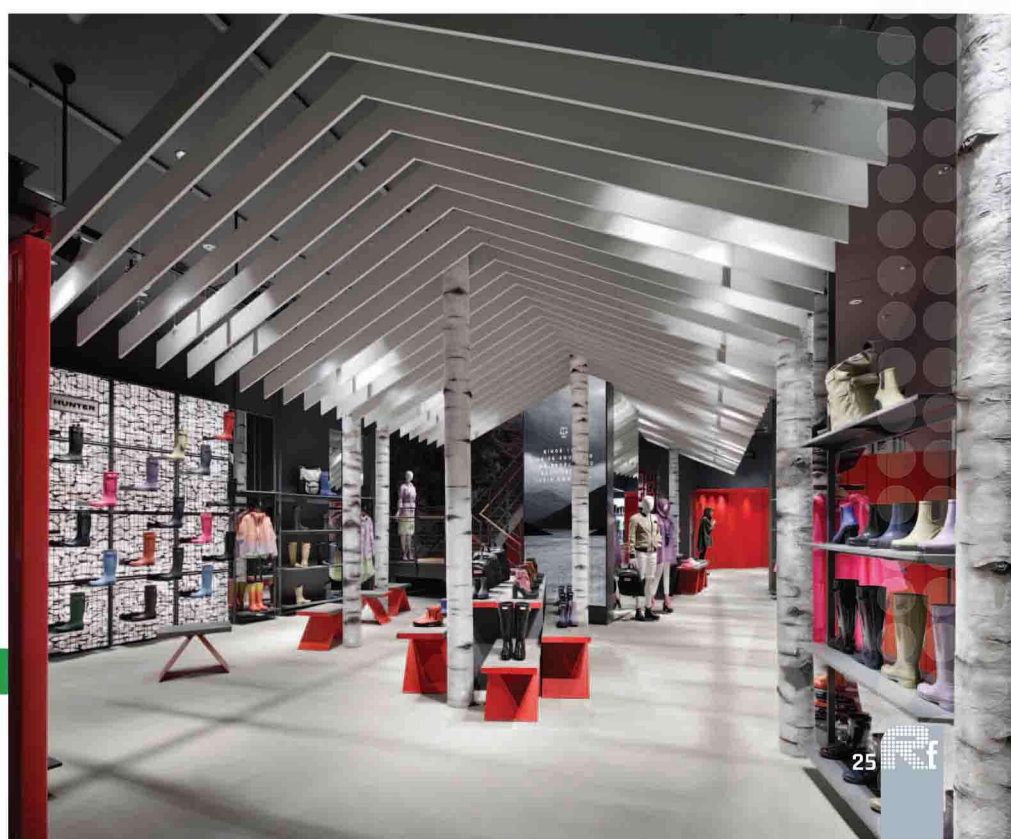
Design: Checkland Kindleysides  
Opening date: March 2016  
Store size: 290 sq m



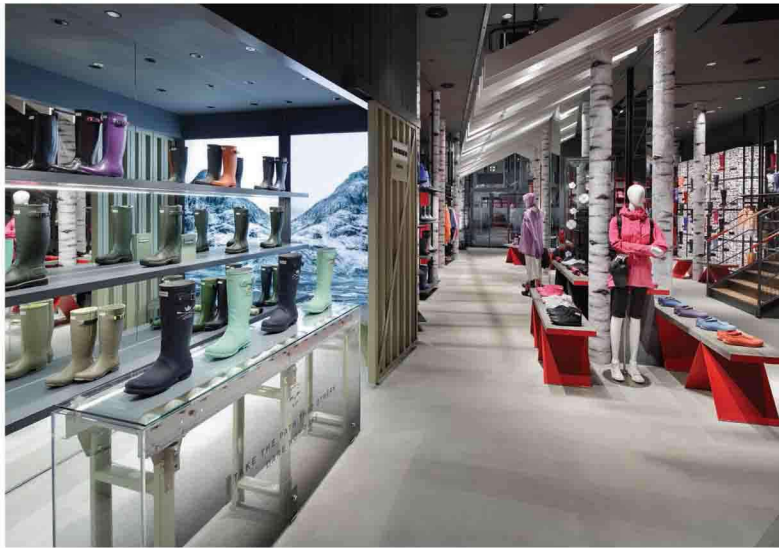
The new Hunter Ginza store takes the distinctive brand DNA of the London Regent Street flagship, using iconic references from the British countryside and reappropriating them in an urban setting that specifically channels the energy of Tokyo. Opened at the end of March in the new Ginza G5 retail development, the 290 sq m space is designed by Hunter's creative director, Alasdair Willis in collaboration with UK-based Checkland Kindleysides.

'The store is designed to amplify the experience to the Japanese market, creating a less literal and more ethereal version of the original concept with more potent and distilled brand signatures,' explains Joe Evans, creative director at Checkland Kindleysides.

The store experience starts with a journey through an imaginary forest. ■■■







with only the sanctuary of the barn roof as shelter – a seemingly floating, architectural roof structure. The installation sits asymmetrically within the space, with light permeating through the rafters like sunlight through the canopy of a forest.

The ground floor is punctuated by hand-crafted replica silver birch trees, which pass through the barn roof, piercing the ceiling into the first floor to reach the infinite and illuminated 'sky' – a 53 sq m cloud-printed, gridded light box surrounded by mirrored walls.

The journey continues on the first floor through a playful interpretation of a traditional English box-hedged garden, where LED-illuminated hedges and an artificial lawn floor act as the backdrop to apparel ranges.

'The idea was to create a sense of discovery and adventure, imagining almost a lost and found world, a forest growing up, through and around a rural building,' adds Evans.

The store's multisensory experience is enhanced through a 4m-high digital screen, featuring content from Hunter's campaigns, films and recent events, as well as live broadcasts from events around the world. Referencing Hunter's unquestionable relationship with the infamous British weather, the screen also displays regular weather updates from throughout the UK; each time accompanied by a coordinating soundscape that echoes throughout the store.

The store design deliberately incorporates textures and colours that are out of place in a traditional retail setting, says Evans. 'The colour palette is a simple distillation of brand colours: red echoes the iconic Hunter Original logo, green from the Hunter Field category and dark grey as a perfect backdrop to let the merchandising pop.'

Flexible merchandising systems

throughout the store can be adapted to switch between hanging or shelved configurations. In addition, bespoke fixtures have been designed to highlight product categories, such as the Gabion Boot lightbox wall, which showcases the Hunter Original boot range. Elsewhere, Hunter Field products are presented on a sculptural industrial conveyor, which complements the category's more rugged purposeful character, while kids footwear is displayed on playful red ladders. In the centre of the space, the nests of tables are a contemporary interpretation of a saw horse, with abstracted painted trestle legs that cut into thick solid timber planks.

'The store is a fantasy take on reality, executed in a uniquely Hunter way and we took care to incorporate design details that would heighten this feeling,' concludes Evans.

Hunter is a progressive British heritage brand renowned for its Original boot. **Rf**

