

HUSKY

TYPE

Commercial Design

YEAR

2022

LOCATION

Causeway Bay, Hong Kong

MEDIA CONTACT

info@jaak.co



CONCEPT

CLIENT
HUSKY

SCOPE
Brand Identity
Interior Design

DESIGN TEAM
Calvin Cheng
Adon To

PHOTOGRAPHY
JAAK

In need of an aesthetic rejuvenation to enliven the brand, we were approached by HUSKY - a retailer specialising in footwear and apparel - to realign their branding and interior architecture with sneaker culture. Starting off with a store in Mong Kok, the brand decided to open its second location along Paterson Street in Causeway Bay to showcase a more sought-after collection of products. Minimalist in sensibility and industrial in aesthetic, we sought to elevate the shoe shopping experience into one of purity and leisure to contrast the rapidness of sneaker trends and purchases.





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The brand's offering became the focal point of our design scheme, introducing a neutral, gallery-like space to highlight the collection of colourful, unisex shoes on display. A soft balance between leather, steel, and wood also provides to the need for modularity to facilitate the shifting demands of merchandising. The number of garments on display is minimal, hunt subtly on thin metal rails, while accessories are placed on marble shelves. The walls around the store are finished in light-beige paint from St Leo, with a grain finish to add depth to the tonality.

The store's configuration reflects how various customers shop and how the products should be displayed - starting from their latest releases and ending with their timeless classics.



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THE STUDIO

Established by co-founders Calvin Cheng and Wich Chau, JAAK is a Hong Kong based interior design studio with a predominant focus on residential design. The duo's shared design values and aesthetics led to the inception of the studio in 2014 with a strong belief in the ability of good design in transforming people and redefining the experience within their homes.

“Modest, Subtle, and Timeless”

Attributes, instrumental in guiding JAAK's methodology, as they endeavour to create emotive experiences that embody a sense of warmth, comfort, belonging, and security. With a diverse team of creative spirits, their collaborative approach to design leads them to explore endless possibilities, fuelled by the engagement and dialogues with their clients.

Their commitment to sustainability informs their take on colour and materiality, adding value and tactility to each environment, articulating the unique narrative that defines their projects. While such an outcome may embrace a person's values, JAAK hopes to impel people to question and reflect on their way of life.

WEBSITE

<https://www.jaak.co/>

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