

## Lane Crawford Pacific Place and ifc mall

Company: Lane Crawford

Designers: George Yabu  
(L-R) Glenn Pushelberg  
Yabu Pushelberg



The new look of both stores reveals Lane Crawford's determination to create a unique identity for each of its stores in Hong Kong, while maintaining a consistent brand positioning across the market.

Integrating art and craft into interior designs, Yabu Pushelberg created an open-ended flow of distinct gallery-like space for the Company's 82,000 square-foot flagship store at the ifc mall in 2004. One year later, the same designing consultancy departed from the lavish luxury at ifc and delivered a brand new avant-garde shopping experience with interactive elements at the 50,000 square-foot Pacific Place store.

By taking the bold moves to offer new brands, new retail concepts, and new service levels at the Stores, Lane Crawford has established itself as Asia's premier fashion destination.

