

UNCATEGORIZED . ISTANBUL . 28.07.14

BEYMEN IN FULL BLOOM IN ISTANBUL

WRITTEN BY:
Mark Faithfull





The Beymen Akasya store planning and concept is based on the inspiration of a rose in full bloom. The exterior façade with its media windows, clear visibility into the store and its distinctive form, makes an immediate iconic Beymen statement for this luxury department store designed by the Michel Group.

The women's fashion area is accessed from the mall façade and men's fashion area is accessed from the exterior façade. A welcome desk lies between the two entrances and acts as both a cash point and information counter. With its media screen and a vitrine to display men's jewellery, the welcome desk forms a central point between men's and women's fashion and a stone back wall and metal-and-glass table give it a warm elegance.



Beymen Akasya | Istanbul

Throughout the store, the flooring is neutrally toned – textured, large stone tiles, with oak wood floor inlays defining the fashion areas and lending warmth to the departments. Elements such as the gold and silver geometrical ceiling elements are a continuation of the Beymen Environmental DNA that originated with the group's Zorlu flagship, which opened in December 2013. The ceiling elements have been interpreted in a stronger geometrical abstraction for a dynamic contemporary design language.



Istanbul
Nispetiye Caddesi, 34200
Istanbul/Istanbul Province,
Turkey