

A Fine Line

Akin Creative

In its second store for Australian fashion designer Dion Lee, Akin Creative took things one step further. While the initial offering in Sydney set the stylistic tone, the Melbourne shop refines the concept. According to Kelvin Ho, director of Akin Creative, he and his team 'responded to the site by balancing luxury elements with raw and industrial ones'. Against a stark backdrop of concrete blocks and compressed-fibre cement sheeting, clothing offers the only softness; the fashions are almost asking to be touched. With only a short time frame for the project, Akin Creative turned to bold gestures for impact. 'The play of geometric form and reflectivity is an important part of the spatial experience,' says Ho. The team achieved the look with the help of high-gloss metal panels and mirrored stainless steel. LED strip lighting – which played a big role in the first outpost – completes the scheme. — TI

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Reflect further on Dion Lee in *Frame's* December app

