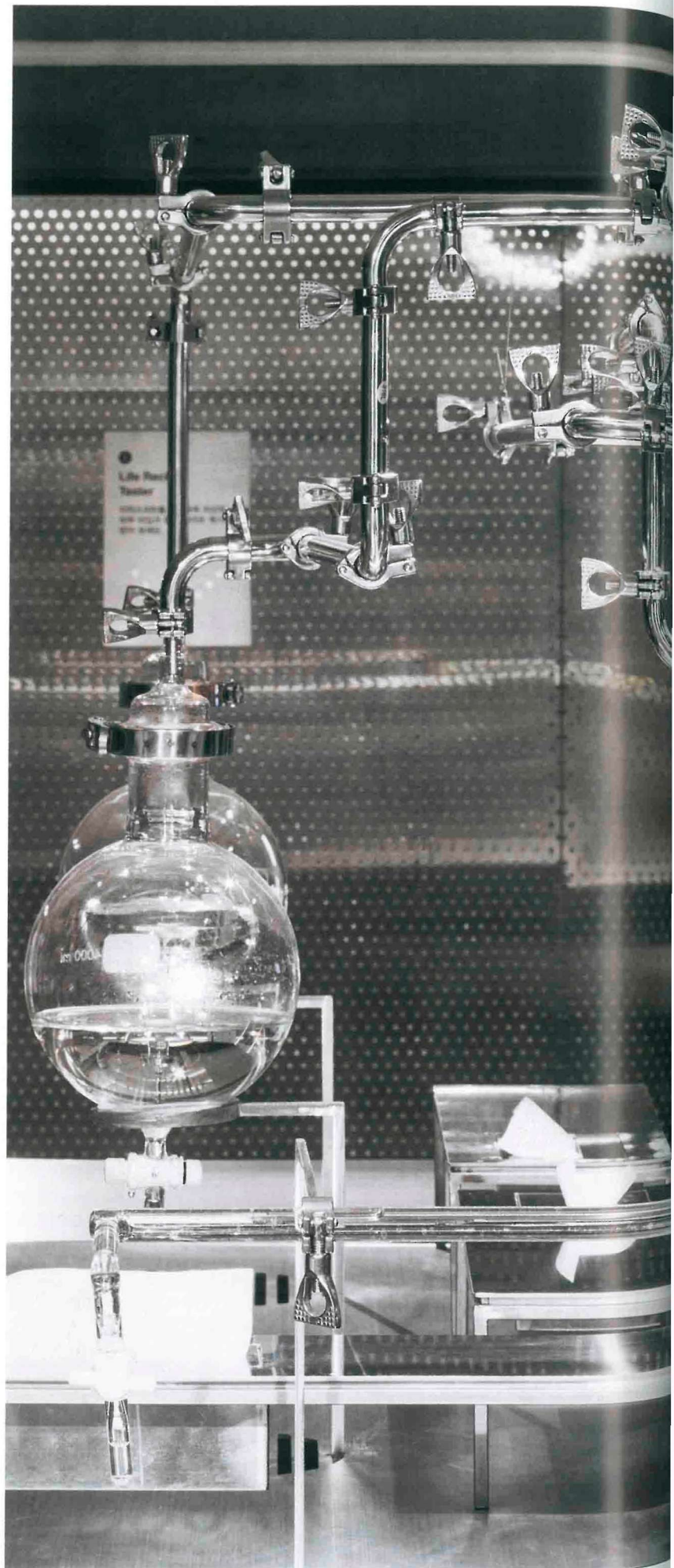
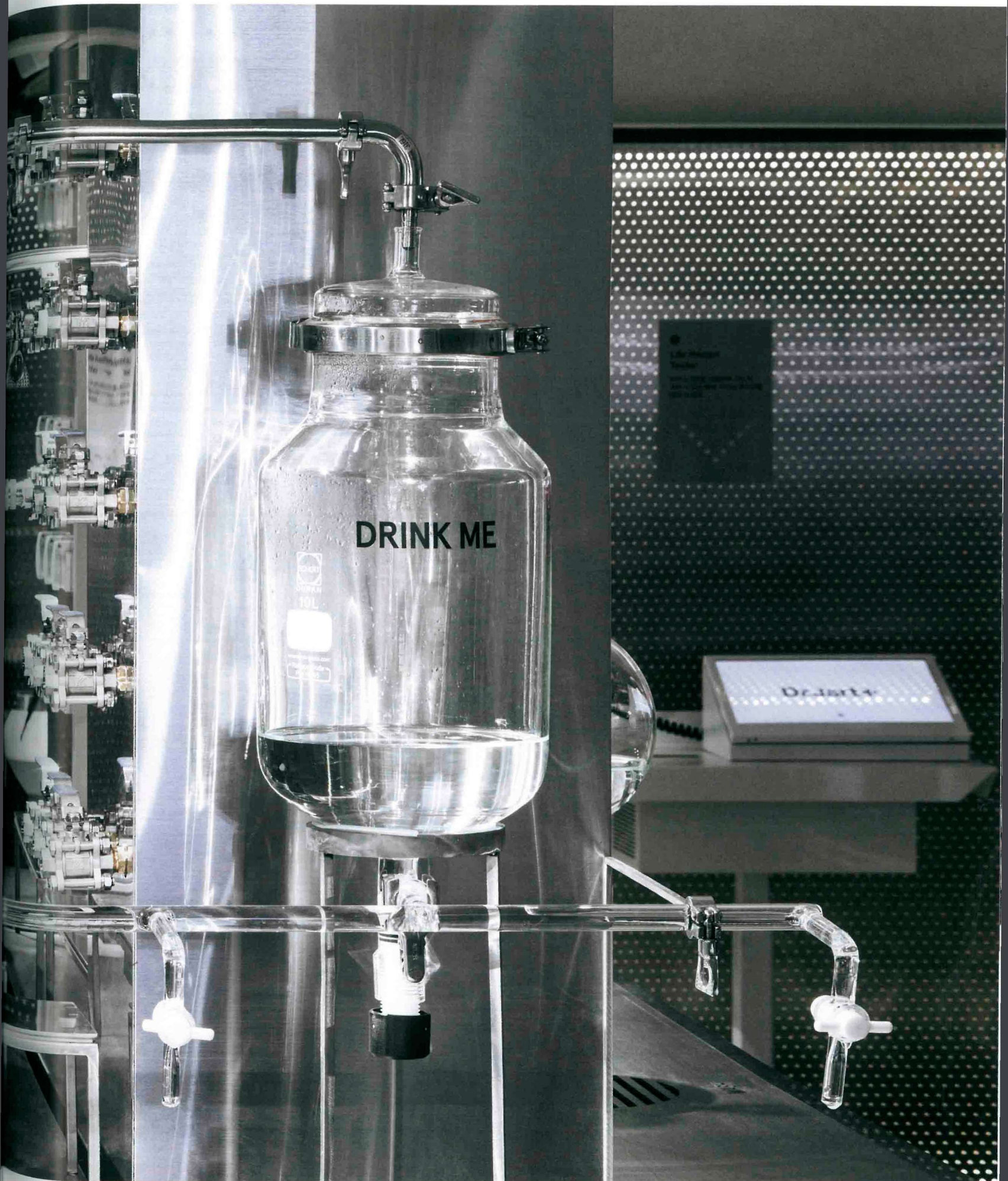


RETAIL

01 — LAB-INSPIRED AESTHETICS symbolize expertise

From science-driven coffee labs to the clean-room climate at cosmetics store Dr. Jart+, increasingly technical spaces are putting the experiment in experimental.





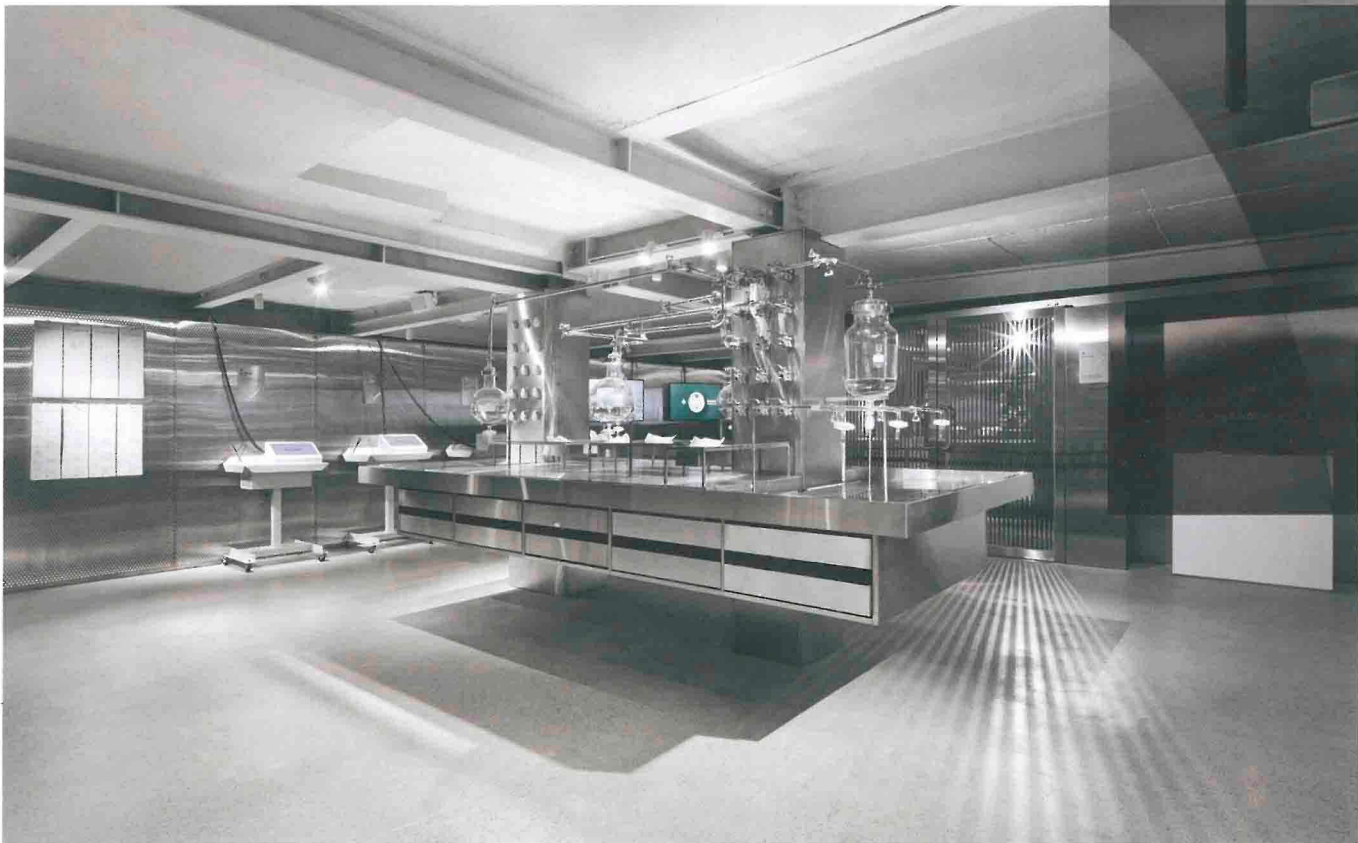
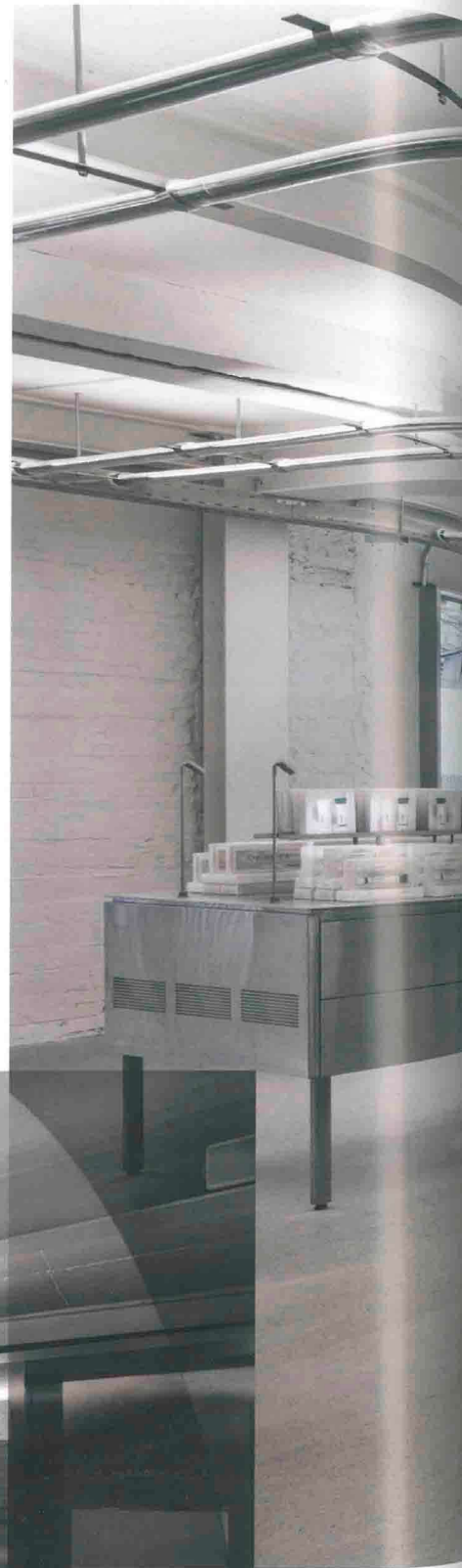
SEOUL – Think cosmetics store, think Aēsop: it's been the mantra for the best part of this century. Betwin Space Design, however, blazed a new trail for the Seoul flagship of Dr. Jart+, ignoring artisanal and phytical trends in favour of a strictly scientific setting. 'Customers are interested in new directions for cosmetic stores,' says Betwin's Hye-jin Yang. 'The most crucial thing for us was *not* to show the beautiful aspects of cosmetics.'

The result is a symphony in stainless steel: a fully working laboratory that minimizes pollution and maximizes hygiene. Upon entering, customers would be forgiven for thinking they've entered a workshop instead of a store, as they pass through an industrial air-shower booth that blows off dust and germs accumulated in the outside world. Indeed, it's the same sanitizing system used in hygienic factories and is intended to mimic the first step when applying make-up: cleansing. 'We wanted to show customers that the space provides them with the cleanest air and water and protects them against pollution,' says Yang. 'Most of the time cleansing is invisible, but we think that a pleasant environment should be the beginning of the Dr. Jart+ brand.'

An emphasis on the practical, rather than on the overtly commercial, side of cosmetics runs throughout the space. Products

are largely confined to the side of each room, with customers' focus firmly drawn to the scientific apparatus. There's little choice given the size of most of it, especially the large air duct that runs all the way through the store, ending on the roof. 'We planned the building as a large filter,' says the designer. Despite all the experimental touches, retail isn't neglected entirely. Science and sales reconcile on the roof terrace, where customers can enjoy personalized cleansing treatments, including mask packs and keratin removal. If seeing really is believing, then there's certainly no doubt as to the cosmetic credentials of Dr. Jart+. But will customers be put off by a less touchy-feely approach? – WG

betwin.kr



In Seoul, Betwin Space Design conceived cosmetics store Dr. Jart+ as an oversize cleansing filter.



'The most crucial thing for us was not to show the beautiful aspects of cosmetics'