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Single-Brand Store of the Year

RED VALENTINO BY INDIA MAHDAVI /
L'OFFICINE UNIVERSELLE BULY BY RAMDANE TOUHAMI

LONDON / TOKYO — The jury was deadlocked when faced with the nominees for Single-Brand Store of the Year. The only solution? A tie. The accolade is shared by India Mahdavi's Red Valentino boutique in London's Sloane Street and L'Officine Universelle Buly's first Tokyo store, a project by owner Ramdane Touhami.

Jury members praised Mahdavi's 'clarity of design', as well as her store's 'timeless and fresh' aesthetic. Velvet and other plush materials play a leading role in the

Paris-based designer's evocation of a dreamlike state of mind, complete with full-moon mirrors. Using softness and sweetness as keywords, Mahdavi paints a theatrical picture of the Red Valentino muse as romantic, feminine and eccentric.

Surrealism led the way in Touhami's winning project, noted for its 'boldness, craftsmanship and community-creating approach'. To portray the store's paradoxical nature — its roots in 19th-century France and its representation in 21st-century Japan

— Touhami split the Daikanyama space in two. One side recalls a Parisian past, with woodwork crafted by a French carpenter using traditional techniques, while the other imagines a clinical concrete-rich pharmacy of the future. Uniting two stories meant uniting two cultures: French and Japanese craftspeople worked side by side on the project. — TI

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The jury commended L'Officine Universelle Buly by Ramdane Touhami for its 'boldness, craftsmanship and community-creating approach'.