

Press release

Tabio, Paris

Customer: Tabio France, Paris
Branch: Fashion
Architect: Yanik Bechet, Paris
Shop fitter: Vizona France
Lighting design: Ansorg France
Products: Punta, Pizza
Photographer: © Vincent Muracciole, Paris

Stockings between tradition and modern fashion

Just step into a Tabio store and you will understand that stockings are no longer ordinary pieces of clothing. They have in fact become unique accessories, sometimes poetic and mysterious, sometimes ultra-modern and indispensable.

Since its foundation in 1968, the Japanese brand Tabio has built up a very strong identity based on the philosophy "If it is good, it will last forever". Tabio's originality lies in the combination of traditional Japanese crafting methods and modern fashion. This pursuit of harmony between tradition and modern fashion has been transferred to the store design of Tabio: It is a combination of authentic interior design using modern furniture.

The first French store was recently opened in Paris on rue Vieille du Temple in an old horse butcher's shop with a striking façade of red mosaics. Unlike previous stores in Great Britain and Japan, darker wood was used to accentuate the colours and fabrics of the individual stocking collections. The minimalistic lines, the shelf arrangement and various shelf heights make the fairly small sales room appear spacious none the less.

Vizona SARL was assigned with the technical development and realisation of the furniture demonstrating throughout the project that they not only had know-how and efficient working methods but also ability to fulfil the wishes of the customer as well as the architect.

Indirect lighting and decorative suspended lights give the store an inviting, private and luxurious atmosphere. Only the stockings themselves are directly illuminated to emphasise the quality of the fabrics and the variety of colours. Ansorg France was responsible for the lighting design. The shop design and the ceiling structure required the integration of recessed lights, which was a challenge due to the low ceiling height. The large "Pizza" light was used for the basic lighting in the front store area due to its low space requirements while the recessed "Punta" lights in the shelves provide attractive highlights.

Please send us a checking copy. Thank you very much!
Further information and picture material can be obtained from:

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Lighting solutions
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The oak parquet in a herringbone pattern was taken from a historic apartment building in Parisian style. This parquet and the large exposed wood beam running lengthwise through the entire store give the room an authentic and comfortable atmosphere. And this respectful restoration of the premises was continued in the back room where the flooring was realised in old-style concrete tiles. In addition, a door from the 16th century discovered during the reconstruction measures was reinstalled after its restoration.

The first Tabio store in Paris was designed as an appropriately exquisite setting to reflect the unique character of Tabio stockings. Customers should be comfortable, wanting to touch the products spend some time. Respect for customers and their well-being has top priority in designing the Tabio stores.

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