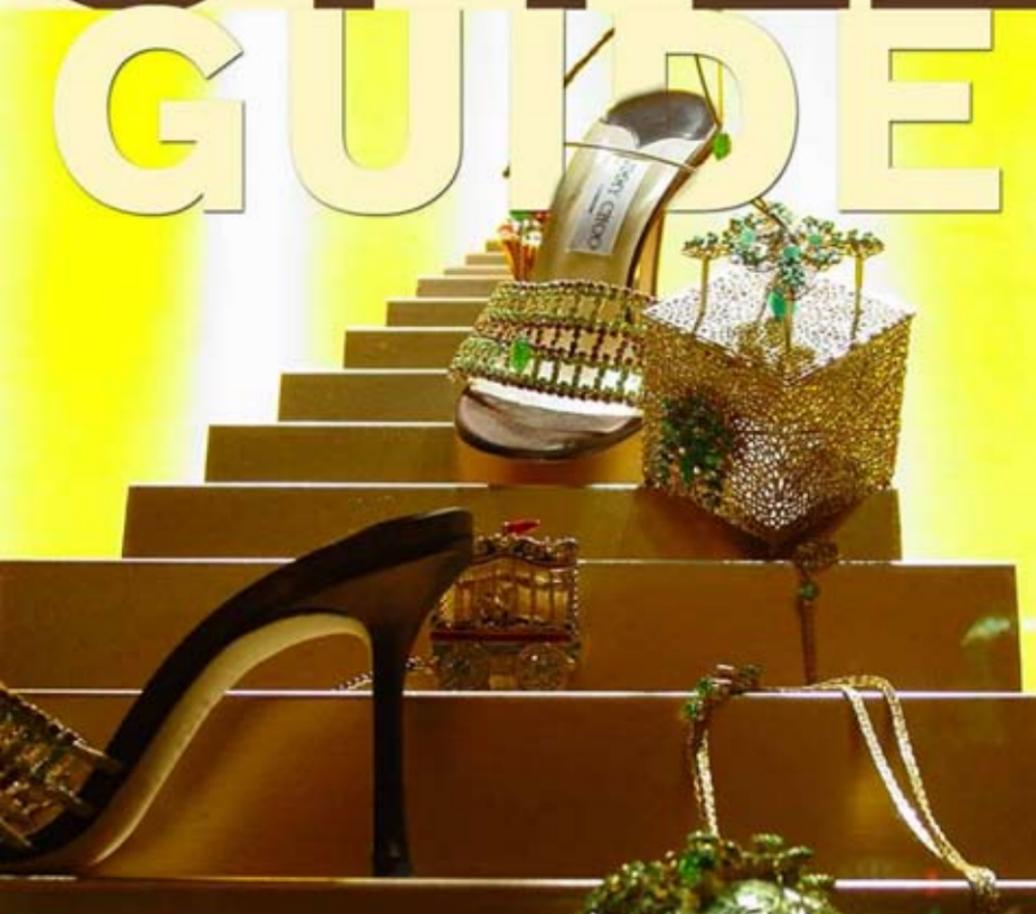


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10 YEARS SHOW WINDOWS

It is fun to be able to report about a stationary retailer who effectually established her business at times where ongoing bad news are observed in particular in the retail industry. Ten years of Jades in Düsseldorf represents a success story of the retail sale, but also ten years of effective Visual Merchandising.

The owner of Jades, Evelyn Hammerström, says so: "Without Domagoj Mrsic Jades wouldn't be what it is today. He is one basic element of the Jades-construction." Talking about Domagoj Mrisc the Creative Director of Jades and owner of the agency "sayonara visual concept". He is the one who is responsible for the image of the Düsseldorf-based trade and hence marked considerably the success of Jades. For our readers, Mrsic is not an unknown person, since we have published most of his shop window installations in STYLE GUIDE.

In these days, well dressed shop windows enjoy a revival. Especially business companies, which plan with an adequate budget for their visual appearance, inspire the shop window with new flair. "They are our face and the foundation for the representation of our assortment." For Jades, the Visual Merchandising was decisive for establishing a strong Corporate Identity. About that and even more reports the owner of Jades, Evelyn Hammerström, in Professional Profile of this issue. Further we present in Top Story the article about "10 Years Jades" and with it goes along "10 Years Shop Window", which allows an insight of the visual world of Jades. In Shop Design we picture the new Iconic Store in Dubai. The Column@STYLE looks into the Salone del Mobile 2010 in Milan. There, Indra Rahn, Managing Director Communication at Liganova, searches out all the trends and last, not least the "time travel" goes on. In Business we have a look at the continuation of the Hagener shop window competition.



And in Short Cuts we present among others the current shop windows of Jades, which pick out the decennial jubilee as centre topic.

We wish you lot of joy reading this issue and plenty of inspiration.

Sincerely, yours

Helmut Lippl
Editor-in-Chief STYLE GUIDE

PROFESSIONAL PROFILE



EVELYN HAMMERSTRÖM

A strong modern woman from Dusseldorf who has scaled the fashion Olympus within ten years. Hard work, an instinct for trends and wonderful charisma, are all part of her recipe for success.

Together with Reinhard Haase, Evelyn Hammerström founded Unifa, the fashion agency, in the year 2000, who supplied all the retailers in Europe as well as Jades. "Due to the tight work involved between running the agency and the store, we were always able to stay close to the trends and also to introduce more and more American brands to the German market," Evelyn Hammerström claims. Jades wanted to become a runner-up in the fashion world, and also wanted to build up a store with shopping experience like in America. "We invented the "shopping is fun" concept, and we demonstrate it over and over again thanks to our unique mixture of designer products and young fashion as well as our decoration surprises," she explains. Evelyn Hammerström "wanted," as she puts it, "to become self-employed and financially independent as soon as she finished her studies," and she then adds: "Moreover, it has always excited

me to fit out people." Management consultant and therapist, Stefano Sorice, says in addition: "Evelyn has a sort of aesthetic authority when it comes to fashion matters, which can rarely be encountered anywhere else."

She was born in 1955, in Cosfeld, near Münster. Before her career at Jades, this world stroller already worked in the fashion industry as a free stylist and became the youngest art-buyer in Germany at an agency called GGK. She built up Replay Germany with her ex-husband between 1980 and 1995, before she started Unifa and Jades. On the one hand, the name Jades originated from her sympathy towards society-girl Jade Jagger, daughter of Rolling Stones frontman Mick and ex-model Bianca Jagger, and on the other hand the name derived from jade, the precious stone. This precious stone has been considered to be a lucky charm for thousands of years and is suppo-

sed to bring hopes and dreams to life. "Just like the first kiss, it is very difficult to re-live that moment. We thought that IT-girl Jade Jagger was a great person and found her name to be cosmopolitan and strong. Apart from that, we also love jade and its significance," says Evelyn Hammerström as she explains her choice for the name. The Jades brand has indeed developed into a cosmopolitan and strong name over the past ten years. The main reason for this, was and is, the sophisticated visual merchandising concept that shaped the Jades shop-windows early on. "The shop-windows transport our image to the outside world. It is our face, and it is the basis of our representation of the product collection," says Evelyn Hammerström as she underlines the importance of the visual appearance of their company, and then adds "In addition to our exclusive purchases, visual merchandising was the crucial



point that helped us to build a strong corporate identity. We certainly would not have had so much success without the interior and window display, which is known internationally and which is in the same league as Harrods and Harvey Nichols." Talking about her favourite decoration over the last ten years, she adds: "I loved the Baccarat decoration at Christmas very much. At the time it just fit perfectly." The people responsible for the visual appearance of Jades are the owner of the Sayonara Visual Concepts Agency and Creative Director at Jades, Domagoj Mrsic. He accompanied Jades' creative style right from the beginning: "Without Domagoj Jades would not be what it is today. He is a fundamental element in the Jades construction. To me, he is much more than just an outstanding decorator, he is a very loyal and dear friend," says Evelyn Hammerström.

Together with Domagoj Mrsic and her team, she has produced the ten year anniversary magazine whereby, apart from the graphics and photo spreads, almost everything was dealt with internally, representing their greatest challenge so far.

Evelyn Hammerström loves challenges and thrives on them. "After ten years at Jades, I feel as young as ever." She truly enjoys her work. "Besides my family, which is very important to me, my life revolves around anything involving fashion. It is my job and my hobby at the same time, my daily bread and my passion" Apart from that, it's also a lot of fun to discover new star-struck

brands and to bring them into Jades. "We were the first shop in Germany to offer a platform to American labels with a high celebrity appeal. Someone who is looking for the lines of Justin Timberlake, Victoria Beckham, Sienna Miller, Nicole Ritchie or model Erin Wasson, will eventually end up at Jades. Our online store, www.jades24.com, also relies heavily on this concept," she concludes.

The Jades-style now characterizes Dusseldorf in the fashion sense, and this city now plays in the first fashion division. Especially when stars, such as Boris Becker, Justin Timberlake or Victoria Beckham fly-in to pay respects to Evelyn Hammerström and her team. "People have strongly identified us with bling bling for a long time. We still serve this segment, but at a higher level, with Balmain and Markus Lupfer, for example. Of course, we are also known for the following combination: well-fitting jeans and a trendy LA shirt; but Dusseldorf just simply loves big names." Evelyn Hammerström and Jades is one of them.

Text: Helmut Lippl

Photo: Thomas Schüpping

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10 years Jades – 10 years of show-windows

A SWEET COCOON

10 years of Jades – a story of success from Düsseldorf.
10 years of show-windows – the visual world of Jades.

“The desire for life, freedom and ease with a pinch of eroticism – these are the bricks from which the Jades building is made of. The gentle spices of hippies and flower-power don’t even seem to emanate from the past but from the present, as if they had come into the world just yesterday. One finds himself in a sweet cocoon embracing you during the time of rummaging and buying, which makes you forget the grey world outside,” describes Stefano

Sorice, Management Consultant and Therapist as well as friend and customer at Jades, the shop.

Jades makes the Düsseldorf shopping-world hipper, more colourful and more cheerful. This is owed to the commercial intuition and devotion of Evelyn Hammerström (see professional profile, pages 6/7) and her business partner Reinhard Haase. “Before founding Jades, my partner Reinhard and I asked

ourselves what the Düsseldorf world of fashion is lacking. We reckoned it was a place where we could offer the fashion-conscious customers the opportunity to dress themselves head-to-toe with the coolest new labels. Therefore, the concept for Jades was quickly created,” Evelyn Hammerström explains. The customers much appreciated this. The concept arrived with a big bang. Everybody immediately noticed that we were different and individual. Our spe-



Evelyn Hammerström



Reinhard Haase

“Good to know your limits, is all I can say. Our customers want to have fun whilst shopping and to take a step back from everyday life by experiencing a sort of shopping-event. They want to be tended to privately and quietly. If we expand, this close contact with the customer might be lost.” Finally, Reinhard Haase summarizes on ten years of Jades: “We might still have another 10, 20 or 30 years to go. We have a lot of fun at work and still have a lot to do. There are still many trends to be discovered.”

10 years of shop-windows – the visual world of Jades

Domagoj Mrcic generates and wakens synaesthesia and emotions with his unusual overall concepts. He is able to foresee future fashion trends and uses this knowledge to set his own trends. The results are sparkling and dazzling shop-windows which kidnap the viewers from their desolate everyday life and plunges them into another world. All the rooms emit their own mysticism,

cial method, which is combined with a conscious hint of ‘American way of life’, went incredibly well and had fantastic public response,” Evelyn Hammerström declares. It is the trend intuition that distinguishes both business partners, which is also what makes the Jades project so successful. They truly embody the essence of a dream-team. Reinhard Haase adds: “Evelyn’s sixth sense for fashion and trends, plus my courage in taking risks turns us into a dream-team,” and Evelyn Hammerström adds:

“Curiosity, trend instinct, and like in any other leading job position, the ability to impose authority and discipline are all very important qualities in order to be successful.” She has already been active in the business world for twenty years and can therefore benefit from her valuable experience, which was indispensable in Jades successful past. The question therefore poses itself, which plans do they have for the future, and are they planning to expand? Evelyn Hammerström replies:

The shop-window-decoration „Fashion City Lights“



TOP STORY



Shop-window-decoration „Horoscope“

because precious things penetrate the heart. I don't see decoration representing the scenery behind the products; instead, I experience different atmospheres which integrate clothes and objects, meaning that I see everything as one whole," he says explaining his philosophy.

Fashion City Lights 2009

Stylized blocks of flats are placed in front of the Dusseldorf television tower in miniature form. City air. A thunderstorm is brewing. The mood is gloomy. The models are wrapped in dark colours and are wearing graphic bobs on their heads. The shop-window called

"Fashion City Lights" represents urban high-class fashion.

Christmas 2009

A flaming heart with a round mirror in the middle and covered in silver sequins. The model has light blond, ultra-smooth hair and a headband

– with a greeting from Studio 54. The mirror shows the reflection of the viewers on the outside and includes them in the scene. Suddenly, they are right in the middle of the installation called "Angel Love".

Fashion Horoscope Spring/Summer 2008

A seahorse, a rabbit and a scorpion, dipped in neon light – pink and turquoise. Elements of Chinese astrology join with elements of European astrology. The models are wrapped in summer-like tunics and are wearing turquoise jewellery. A light-hearted hippie summer has been prophesized by the "Fashion Horoscope" decoration. These are just three of countless shop-windows which Domagoj Mrcic has created during his ten years at Jades. Quite often, the windows are the first thing a potential customer sees, and the Croatian by birth is aware of that. He understands that he has to express the essence of the upcoming fashion trends in his unique window design. A pink deer? No problem! Colossal chandeliers? They are delivered from Paris! A peace-sign made of glittering stones? Simply call Swarovski! All the scenery artefacts are unique and custom-made. The mannequin are painted, made up and coiffed according to the way he wished and imagined them. "Can't do it, not possible" are words that don't exist in Domagoj Mrcic's vocabulary, which he proves over and over with each piece of work.

There have also been countless cooperation jobs with other artists and creative minds during the last ten years. "To me, the collaboration with artists and creative minds is a symbiosis – we mutually inspire ourselves," he says as he describes the charm of his collaborations. All projects are his responsibility, from the conceptual stage to the realisation of the project. He brings glitter to all his shop-windows, hand in hand with his respective partners.

Jades meets Swarovski

Diamonds are a girl's best friend? True! And just in case, we might also add some precious stones. At least then, when made by Swarovski, like in 2005, whereby guitars, iPods and shoes were brought into the spotlight. Also, a dress was enhanced in appearance, with the aid of





The Shop-window-decoration „Jades meets Swarovski“

Swarovski crystals: Talbot and Runhof exclusively designed an evening gown made from 1930ies material for this Jades-cooperation. It sparkled on the envious eyes of the beholder.

Jades meets Spilt

Every year, the Bambi Award brings international glamour to Dusseldorf – and at Christmas 2007, the little golden deer stayed a little longer in the state capital: The shop-windows at Jades were decorated with four meter long crystal curtains from Dutch interior designer Spilt, together with mannequins dressed in elegant evening gowns.

Jades meets Baccarat

Every woman's dream is to go to a ball at least once in her life. To be dressed in a glamorous evening dress, to drink champagne and to dance with Prince Charming. This feeling was captured by the show window of the Baccarat cooperation in 2003. Decorated with huge Baccarat chandeliers, it wakened the princess in each female observer. The shop-world is taking shape – it becomes perceptible, tangible and is something to be experienced. "In the future, there will be further cooperations with carefully chosen partners. And in the future, Jades will keep on surprising and inspiring its customers," Domagoj Mrcic confirms.

Photos: Jan Werner, Uschi Fellner und Thomas Schüpping



The shop-window-decoration „Jades meets Baccarat“



“THE MOVEMENT TO CUSTOM-ORIENTATED INDIVIDUALISM”

A STYLE-GUIDE dialogue with the creative director of Jades and the owner of the agency sayonara visual concepts, Domagoj Mrsic, further about ten years Jades and the fountain of inspiration.

STYLE GUIDE: Mr Mrsic, what connects you to Jades?

Domagoj Mrsic: The first shop-window decoration I did, and till now, ten wonderful years of working together.

STYLE GUIDE: With which project did you have the most fun?

Domagoj Mrsic: There are so many. Next to the shop-window decoration and the internal decoration, I have to admit that the overall event conceptualization and planning of the Jades magazine was the most fun.

STYLE GUIDE: Which decoration represents your greatest challenge?

Domagoj Mrsic: No type of decoration should be underestimated, be it a very extravagant installation or a simple improvised decoration.

STYLE GUIDE: What are your sources of inspiration for the window designs?

Domagoj Mrsic: As always, it's usually books or people, meaning emotionally visual moments, but also thoughts, and obviously, travelling.

STYLE GUIDE: Name your style's role models.

Domagoj Mrsic: David Bowie and my Grandfather.

STYLE GUIDE: Are there other designers that you admire?

Domagoj Mrsic: Mariano Fortuny, Coco Chanel, Yves Saint-Laurent, Jean Paul Gaultier, Pierre Cardin, Alexander McQueen. They are all visionaries.

STYLE GUIDE: Name the most important decoration trend for 2010/2011.

Domagoj Mrsic: The trend oriented towards the customers' individualism! There are many possibilities and ways to go. It is always important to develop concepts corresponding to the customers' philosophy, and seen as a whole, to set their own trend. Allow yourself to be surprised.

STYLE GUIDE: 10 years of Jades. How did you implement this event in the shop-window and in the salesroom?

Domagoj Mrsic: In the ladies shop, we had "tens" crafted with a height

of 2.50 m made of metal with a neon "outline" in the Jades-typical colours and the latest fashion colours. The neon stands for modern classic and a bit of retro. The light stands for luxury. On the numbers, I projected catch-phrases referring to the birthday in matching and changing colours, such as Anniversary; Love, Jades, Fashion or Celebrate...

STYLE GUIDE:...and which concept was implemented in "more Jades"?

Domagoj Mrsic: In "more Jades", I showed the fashion lines of various known fashion photographers from the "Jades Magazine" on large magazine displays in alternating sequence.

The shop window next to the "more Jades" entrance area is newly designed every 14 days, always presenting new extracts from the Jades Magazine.

STYLE GUIDE: Mr Mrsic, thank you for the interview.

Interview: Helmut Lippl



SHORT CUTS



Store: more Jades

Creative Director: Domagoj Mrcic – sayonara visual concepts

Address: Düsseldorf

www.jades-fashion.de

Photos: Uschi Fellner und Jan Werner

Fashion-Photos: Thomas Knieps



more **JADES**

SHORT CUTS



Store: more Jades

Creative Director: Domagoj Mrsic – sayonara visual concepts

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Photos: Uschi Fellner und Jan Werner

Fashion-Photos: Kimberley Hammerström

