

PRESS RELEASE

November 2022

COORDINATION COMPLETES NUANCED INTERIOR CONCEPT FOR THE FASHION LABELS EDITED AND ABOUT YOU



On behalf of the German online fashion retailer ABOUT YOU, the Berlin-based office for architecture and interior design COORDINATION has developed a pared back interior concept for the new showroom of ABOUT YOU's own fashion brand EDITED. The subtle design concept which COORDINATION developed with the office's inherent architectural and aesthetic sensitivity, ensures a fluid and cleverly structured use of space, offers a variety of display options, and simultaneously acts as a discreet atmospheric backdrop for the latest EDITED collections. In addition to the showroom, COORDINATION is also responsible for the design of the offices and studios of ABOUT YOU and the reception area for both brands, which are located in the same building. With this project, COORDINATION once again demonstrates its expertise in the field of functional interior design concepts for existing spaces by creating a versatile space with a recognizable brand experience for EDITED and ABOUT YOU.

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The design concept of the EDITED showroom

The Berlin showroom of the fashion label EDITED is located on the ground floor of a former industrial building from the Wilhelminian era in Prenzlauer Berg and covers an area of 120 square meters. The new wholesale showroom serves as a presentation and reception space for buyers and partners, in which the current collections, online exclusives and basics as well as new designs and collaborations are displayed. The objective of the redesign of the showroom was therefore to visually express the identity of the young brand while providing sufficient storage and display space for the various collections. COORDINATION responded to these requirements with a harmonious colour and material concept which subtly fades into the background and provides a stage for the EDITED collections. The colour palette for walls, textiles and furniture is dominated by warm, cream-coloured tones which create a homely feel. Natural materials, such as ash wood, linen or rattan complete the selection of materials and offer an interesting tactile addition to the otherwise very reduced interior. In a nuanced way, the combination of high-quality materials and the elegant colour palette subtly express EDITED's brand identity of elegance, versatility, and stylistic fashion confidence.

In addition to the colour and material concept, COORDINATION designed bespoke display solutions and flexible elements that divide the showroom into zones for presentation, fitting, and meeting, while at the same time ensuring a fluid use of these areas. On the back wall of the main room, COORDINATION has inserted a custom-made shelf made of ash wood which is used to showcase online-exclusive highlight items from the EDITED collection. The EDITED logo is prominently placed above the shelf. With ceiling-high curtains made of opaque linen, this back wall can be completely covered so that the room can be quickly adapted for presentations with partners who do not cover online retail. In the adjoining room, separated by two pocket sliding doors, further collections can be presented selectively and the changing room is located. For the sliding doors, COORDINATION chose a sustainably produced textile board by Kvadrat, which is made of recycled textiles and is fully recyclable.

A bespoke custom-designed product by COORDINATION is the adjustable mirror made of ash wood, which is based on the typography of the EDITED logo and subtly makes EDITED's corporate identity part of the customer experience.

A look behind the scenes: the offices, studios and reception area

In addition to the showroom of the fashion label EDITED, COORDINATION has also designed the reception area as well as the offices and studios of ABOUT YOU and EDITED. On the ground floor of the building, visitors enter the showroom via the bright, inviting reception which is dominated by floor-to-ceiling windows. Next to the reception counter is the packing station, for which COORDINATION found a discreet solution in the form of a powder-coated industrial shelf surrounded by metal grid panels. The unit is held in a restrained and warm beige colour and conceals the busy storage area for parcels and deliveries.

For the offices and studios of ABOUT YOU and EDITED, located on the first to fifth floor of the building, COORDINATION has developed additional storage solutions that can be moved and extended flexibly and also visually calm the busy office spaces. A modular industrial

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shelving system with an ivory-coloured powder coating provides storage space for the fashion house's multitude of clothes, accessories, shoes and bags, while also echoing the industrial charm of the building complex. As in the EDITED showroom, COORDINATION has specified monochrome curtains which conceal the storage space when needed and thus contribute to a calm room climate. The trolleys, which are also powder-coated in a matching colour, are used throughout the building.

For the showroom of EDITED and reception area, offices and studios of ABOUT YOU and EDITED, COORDINATION developed a coherent design concept by means of subtle interventions and once again proved its sensitivity for aesthetic and functional interior solutions. For customers and partners, the EDITED and ABOUT YOU spaces offer a recognizable and inviting brand experience that focuses on the development and presentation of the collections.

End./

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NOTE TO EDITORS

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FACTS

Client	ABOUT YOU SE & Co. KG
Project	Concept, interior design, planning and realisation of the showroom and additional interventions in the entrance area and office and studio spaces
Completion	June 2022
Total floor area	Showroom about 120qm, total floor area about 2200qm
Concept	Lena Kramer + Flip Sellin
Project Management	Lena Kramer
Team	Andrea Dunmore, Stefanie Hunold
Photography	Jennifer Marke, Peter Margis

ABOUT COORDINATION

COORDINATION is an award-winning, internationally operating studio for interior design and architecture located in Berlin specializing in the creation of high-impact environments in the field of corporate architecture, working environments, residential interiors as well as exhibition design. With a holistic design approach COORDINATION integrates all levels of spatial design: from bespoke interiors with individually developed furnishings to lighting solutions and installations up to full scale architectural concepts. User-centred design and spaces that evoke emotions are key to all of COORDINATION's projects, while duality and contrast are just as much aesthetic signature elements as a confident application of colour. In addition to aesthetic elements, the international team of interior designers, product designers and architects always focuses on cultural and social aspects. The Berlin-based

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design studio was founded in 2004 by designer Flip Sellin and architect Jochen Gringmuth, who now run it together with associate partner Lena Kramer.

www.coordination-design.com

ABOUT EDITED

Edited was founded in 2014 to offer customers an inspiring and unique shopping experience. In the meantime, EDITED has established itself as an international brand with that certain something - worn by style icons such as Claire Rose, Blanca Miró or Pernille Teisbaek. With versatile styles, absolute it pieces and timeless basics, EDITED creates an unmistakable mix of clothes, accessories and shoes that can be combined in different ways depending on the wearer's individual look. Every year, the EDITED creative team develops twelve varied and fashion-forward drops that feature carefully selected materials, inspiring prints, and flattering cuts. With affordable prices, appealing quality and increasing sustainability, EDITED not only offers the opportunity to develop one's personal style, but also the chance to shape a more responsible fashion future.

www.edited.de

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IMAGE SELECTION



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