

MATHIEU LEHANNEUR

Press release
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Mathieu Lehanneur designs new Maison Kitsuné flagship store, New York



Mathieu Lehanneur, Maison Kitsuné flagship store, New York

Mathieu Lehanneur has been enlisted by Paris-based fashion brand and music label Maison Kitsuné to create the global concept and interior design of the brand's new flagship store in New York, a visual and physical representation of Maison Kitsuné's heritage of uniting fashion, music and design.

"The story of Maison Kitsuné is a story of links: the links between France and Japan and those between fashion and music. Maison Kitsuné's new flagship store in New York materializes these connections throughout the space," says Lehanneur.

After five years in premises on Broadway, close to Madison Square, Maison Kitsuné is relocating to a 1,400-square foot space on the ground floor of a brownstone building at 248 Lafayette Street, SoHo.

A curving vine-like rail works its way around the space from the concrete textured floor to the elegant high ceilings, drawing customers in past the showcase windows towards the fitting rooms at the back. Simultaneously a hanging support for garments, part of the furniture and lighting fixture, this iridescent and reflective metallic tube is described by the designer as a *"magic pencil, drawing its own line within the space"*.

Another suggestion of magic and enchantment is found in the pure and opaque 'ghost' window panes created by wall mouldings through which one can't see... but which seem to suggest an inaccessible courtyard just beyond.

Marble, concrete and mirrored and bi-chromated steel are combined in the designer's concept to create a luxurious and serene – yet exciting - space that is characterized by Lehanneur's signature blend of organic and mineral elements.

Maison Kitsuné will continue its tradition of experiential programming held in-store for the brand's avid fan base. Tapping into its musical roots, and extensive record of hosting US events such as the Kitsuné Club Night, Kitsuné Showcase and Kitsuné Afterwork series, the brand will be hold afterhours soirées in this new architecturally beautiful New York home.

In the heart of Soho, the new showroom represents a perfect blend of Mathieu Lehanneur and Maison Kitsuné's worlds.



Mathieu Lehanneur, Maison Kitsuné flagship store, New York

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Press Contact

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Notes to editors

About Mathieu Lehanneur

At the forefront of the international design scene, Mathieu Lehanneur is one of the few designers of his generation with a genuine multi-disciplinary approach to creativity: his projects stretch the realms of product design and objet to architecture, craft and technology. Lehanneur thrives on creating spectacular projects that are intended to enchant and to encourage wellbeing. His work defies traditional descriptions of 'design', 'science' or 'art'-led. The designer's passion and skill lie in the exploration of the natural and technical possibilities of an object in order to create designs which are functional, but which appeal to the physical and emotional senses.

Ranked among the '100 World top designers and influencers' by Wallpaper and Surface magazines, Mathieu Lehanneur is described as the 'champion of intellectual agility in the field of contemporary design' by Paola Antonelli, Senior Curator, Department of Architecture and design at MoMA-NY.

Mathieu Lehanneur's office collaborates with a number of prestigious brands across a wide variety of sector including Nike, Veuve Clicquot, Audemars Piguet, Kenzo, Poltrona Frau, Pullman Hotels, Cartier, AirFrance, Schneider Electric, JCDecaux, Becton Dickinson and Sony. Lehanneur is also a partner in several start-ups in the areas of technology and transport.

Since 2015, Mathieu Lehanneur has been the Chief Designer of Huawei. His portfolio includes also limited edition series represented by the Carpenters Workshop Gallery.

Mathieu Lehanneur has earned numerous awards including the 'Grand Prix' for creativity, awarded by the City of Paris, or the 'Best Invention Award' by US magazine Popular Science for 'Andrea', a plant home air filtration system, created in partnership with Harvard University and based on studies developed by NASA.

In 2009, the designer was invited to present his approach at the TED Global conference and, in 2012, Gestalten editions published a book dedicated to his work. A retrospective exhibition of his work was held at the Grand Hornu - Innovation and Design Centre, in Belgium.

Mathieu Lehanneur's projects can be found among some of the most renowned public and private collections including the MoMA-NY and MoMA San Francisco, the Pompidou Centre and the Museum of Decorative Arts, Paris.

Lehanneur has recently completed the installation of a temporary museum in Shanghai for the Swiss luxury watchmaker brand Audemars Piguet and his work Liquid Marble at the Victoria & Albert Museum in London; he also completed the interior design of the Café Mollien at the Louvre Museum and of the gluten-free gourmet restaurant Noglu, Paris; he launched a collection of solar street lighting furniture based on an innovative concept during the United Nations Conference on Climate Change in Paris.

He won the competition for the interior design of the Grand Palais, Paris, and he is currently working on multiple projects as a hybrid engine boat, a foldable electric bike, the interior design for hotels and stores, and pharmaceutical design.

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Maison Kitsuné

Maison Kitsuné is a French fashion brand and music label, created in Paris in 2002 by Gildas Loaëc, a former manager of the French electronic music duo Daft Punk, and Masaya Kuroki, an architect.

The name "Kitsuné", meaning "fox" in Japanese is a symbol of versatility. Season after season, Loaëc and Kuroki showcase their contemporary vision of fashion influenced by Paris and Tokyo. While the "classics" are constantly reinvented, giving the collections a sense of timelessness, the daring mix of colors, prints and materials anchor them firmly in the zeitgeist.

In the fifteen years following its creation, the multifaceted, Paris-meets-Tokyo brand has consistently increased its international influence, spreading its unique, inspirational *Art de Vivre* through Maison Kitsuné – the clothing brand, Kitsuné – the music label and Café Kitsuné – the coffee shop.

www.shop.kitsune.fr