

Tadashi Shoji Reopens South Coast Plaza Boutique

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A rendering of the Tadashi Shoji South Coast Plaza boutique.

Courtesy Photo

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TADASHI REOPENS AT SOUTH COAST PLAZA:

Los Angeles-based eveningwear designer Tadashi Shoji will open his redesigned boutique at South Coast Plaza in Costa Mesa, Calif. on Saturday. Shoji enlisted architecture firm (M)Arch. to transform the 1,175-square-foot space, as well as Shoji's newest store in Doha, Qatar, which is slated to open later this year. The exterior facade features a backlit, textured glass cube. Inspired by the ambiance of Shoji's runway shows, the contemporary space suggests a catwalk with a giant plasma screen in the entryway showcasing footage from the shows, while light and dark ceramic floor tiles are positioned in a strip resembling a

runway. Behind the video content wall, a rear-facing mirror reflects the cream and pink interior. In the center of the store is a custom-made cube composed of large textured, translucent, operational vertical glass louvers on steel framing. This architectural component can be moved to create private and semiprivate shopping experiences and fitting rooms.