



The Grand Opening of MONTBLANC

萬寶龍台北101旗艦開張

EDITED Gerome Lee / PHOTOS_MONTBLANC

鎖定台北101成品牌風向球

2015年6月份，萬寶龍在台北101的全球全新概念精品專賣店正式開幕，大力宣告重塑品牌精神的決心，選在台北101開設概念店的意義重大。從五月試營運期間，不僅有萬寶龍法國原廠人員前來坐鎮，連負責店面設計的法籍設計師Noé Duchaufour Lawrance也到現場確認細節品質。全新店面在視覺上創造更年輕時尚與洗鍊的設計感，在家具展台的處理上更強調工藝精神的細膩品味，除了空間視覺重新轉化，更以雙出入口的方式創造顧客動線的流暢感。走進店面更發現萬寶龍強化嗅覺體驗，原廠將氣味香氛直接與空調整合，讓氣流流動的同時伴隨品牌氣味，就連空間內的音樂也同樣出自原廠精選。



Noé Duchaufour Lawrance負責設計萬寶龍全新品牌概念店。Noé Duchaufour Lawrance is responsible for the new concept store of MONTBLANC.

「Flow」精神打造獨特情境

負責操刀萬寶龍新一代概念店的設計師Noé Duchaufour Lawrance，畢業於法國巴黎高等裝飾藝術學院，他從雕塑、家具設計跨足到商業空間，曾負責法航商務艙的設計、巴黎時尚藝廊Galerie BSL空間規劃、法國戴高樂機場部分航廈設計等等。這次萬寶龍與Noé在歷經一年半的時間討論與設計修正，試圖將萬寶龍的工藝精神投注在全新概念店之中。Noé強調做設計的本質是要為客戶打造獨特情境，同時認為自己做設計很重要的一點便是不要跟自己妥協。因此在萬寶龍店面中，將新設計的空間創造出更多流動感，中島型的展示台在周圍用圓潤導角收尾，全都是為了新店面重新設計客製打造，更大膽將皮件系列放置桌上讓顧客直接觸碰與體驗。而畫龍點睛的莫過位於櫃台處後方的螢幕，以不斷流動的影像畫面呼應萬寶龍這股新潮流的「Flow」精神。



The New Taipei 101 Flagship Store Serves as the Market Indicator for the Brand

Montblanc officially launched their brand new global concept boutique at Taipei 101, restating their determination for rebranding. The new Montblanc Taipei 101 flagship store is of great significance, as it is the first new concept store worldwide for the brand. During the trial operation in May, the business management for the store has been supervised by staff members from the French headquarters. The French designer Noé Duchaufour Lawrance responsible for the store design also arrived on site to confirm that every detail is perfect. The new store was designed to provide a younger, more fashionable and sophisticated visual style. The delicately treated furniture and showcases demonstrate exquisite craftsmanship. In addition to the transformation of the store's layout and visual style, the customer circulation has been made smoother with a new double entrance design. Walking inside the store, one will immediately discover an intensified olfactory experience. By incorporating the scent of perfume into the air conditioner, Montblanc is able to produce an airflow that suffuses the brand's unique atmosphere. Even the background music playing in the store is chosen by personnel from Montblanc headquarters.

Building the Unique Scenario with the "Flow" Spirit

As a graduate from the École Nationale Supérieure des Arts Décoratifs in Paris, France, the designer of the new Montblanc concept store Noé Duchaufour Lawrance has set foot in a variety of fields from sculpture and furniture design to commercial interior design. Some of his famous works include the design of the Air France business class lounge at the Paris Charles de Gaulle Airport and the interior planning of the French fashion gallery Galerie BSL. Having gone through over a year and a half of discussions and design modifications, the collaboration between Montblanc and Noé aimed at reflecting the craftsmanship's spirit of the brand in the design of the new concept store. Noé has stated that as a designer, it is his duty to create a unique scenario for the client while not making any compromises to his original ideas. In the new Montblanc concept store, newly designed spaces have generated a greater sense of customer flow. The edges of the island-style showcases have been rounded to better fit the overall interior design. Another bold approach is that all leather goods have been placed on top of the tables, allowing customers to directly touch and feel the quality of their products. Among all the new design features, the most eye-catching item is the large screen located behind the counter. The ever-flowing images presented on the screen echo the new "Flow" spirit of Montblanc.

