

Year: 2012

Location: United States

Program: Retail Store

Camper Soho



Located at 110 Prince Street, with its paper tube roof structure, it was designed to be eye-catching as Camper's "House of Shoes". The main interior feature is a folded wall formed by many vertical cubbies running down the entire length of the shop. Customers view the company's red and white logo from one end, and from the other end, all the merchandise is visible on display. The interior furnishings are made up of "10-unit system", which provides a place for customers to sit and try on shoes.