



**vmsd.** Experience Retail Now

MAY 2009  
vmsd.com

# STEP INTO THE LIGHT

Armani shines on Fifth Avenue

- + REI grows bigger and greener in Texas
- + Ecco puts its best foot forward
- + Does the traditional bookstore have a future?



# TG

THE GOODS

Edited by Mary Scoviak



## Investment Dressing

How do you create a display that says luxury without appearing out of sync with a down economy? Borrow from fashionistas and build the look around one investment piece.

Hong Kong's Ms. B's Sweets at Sevva centers its look on a 5-foot-long, vintage Venini chandelier, one of a pair that graced the British Embassy in Rome in the 1950s. Its candy-box colored light and delicate detail draw customers' attention upward past tiers of pastel pastries and chocolate delights. Equipped with a modern dimming system, the 3-foot-diameter

fixture needs only standard incandescent bulbs to enhance satin-smooth icing or jewel-toned berries.

Credit for the installation goes to Sevva's style-setting entrepreneur Bonnie Gokson (formerly regional image and communications director for Chanel Asia Pacific) in collaboration with architects/designers Tsao & McKown (New York) and Team HC (Hong Kong). — Mary Scoviak

For more design details, go to [VMSD.com](http://VMSD.com).

VIRGILE SIMON BERTRAND, RED DESERT LTD., HONG KONG