

A new men's clothing store with interiors and furniture by Esa Vesmanen / Pure Design opens its doors on the Esplanade in Helsinki

The new Luxbag Men designer clothing store with interiors and furniture by Esa Vesmanen / Pure Design will open on the Esplanade in Helsinki on February 13, 2019. It is already the third Luxbag store in Helsinki with interiors and furniture designed by Esa Vesmanen.

A quest for insightful and simple solutions that have the capability of adapting to changes and the capacity to grow over time is characteristic to Esa Vesmanen's personal approach to design and life. In the family of Luxbag clothing stores, this approach finds its expression in the subtle variations between the choice of materials and the way in which the details are finetuned for each store making them at once individual and also clearly members of the same family. The use of natural materials combined with glass, steel and concrete gives the spaces a strong identity and provides a framework that nevertheless allows the carefully curated selection of the high-end designer brands on offer to take a prominent role. A sense of silent elegance supported with an emphasis on long lasting, timeless and sustainable solutions has been the guiding principle in the design of the stores and of Vesmanen's design philosophy in general.

The expression of the new Luxbag Men store builds on the foundation already laid in the neighboring Luxbag store for women which opened its doors in 2014. The interior design creates a framework for display and allows the clothing to stand out. While in the women's store the color palette is softer and uses more earth tones, in the men's store a sense of sharper contrasts and a slightly darker color palette combined with a more industrial choice of materials dominate. The wooden floor of dark brown oak adds flavor to the otherwise predominantly black and white tones in the new men's store.

The clothing racks in the men's store are of stainless steel, while in the women's store they are of wood and copper. In both, they create a strong vertical dimension that stands in carefully balanced juxtaposition with the horizontal lines of the shelves made of glass and aluminum that in their minimalist design specifically tailored to the space create a reflective surface that elegantly highlights the clothing items on display. The counter is also all glass with a picante flavor of elm wood. The ceiling made of aluminum splinter further underlines the sharper and edgier feel of the men's store.

The lighting of the stores has been carefully designed to create a pleasant atmosphere while putting the clothing on focus. The overall design concept, the interior design and the fixtures are all designed by Esa Vesmanen / Pure Design, and the loose furniture represents contemporary Finnish design. The family of the Luxbag stores is the result of a long and fruitful collaboration between the designer, Esa Vesmanen and the client with a strong vision, Jarmo and Eija Pouttu, who were determined to take on the task of introducing a great selection of high-end designer clothing brands to the audiences in Finland. The collection includes such brands as Gucci, Balenciaga, Givenchy, Saint Laurent, Fendi and Celine, and the selection of clothing is only available at Luxbag in Finland.

The concept for the interior architecture created by Esa Vesmanen for the Luxbag stores builds on the exceptional qualities of the spaces in the historical building on the Esplanade in Helsinki and skillfully manages to give them a new life in the contemporary moment. Forming a delicate balance between the old and the new, the stores are designed to last over time and through changes in the use of the space. The first round of major changes putting the concept to test came in 2016 when the original store was combined with a new space next door to make a larger space that is now the Luxbag women's store. While the original atmosphere and style of the store was carefully maintained in the reworked, larger space, the change brought about a great opportunity to create something new. Similarly, the introduction of the new men's store now offers an opportunity to expand the Luxbag experience in a way that builds on the original concept and further complements it by adding a new layer to it.

For more information on Luxbag, see (embed here a link to the Luxbag press release)
For more information on the work of Esa Vesmanen / Pure Design, see <http://www.puredesign.fi>

For images and further information on the design of the Luxbag Stores, contact:

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