

STUDIO IWAKAMI

SPATIAL & SET DESIGN

PORTFOLIO - 2025

Phoebe Philo General VM Guideline

Designing a strategy of brand experience

RTW - GENERAL GUIDELINES

Jackets and coats - Trench coat with attachable scarf

- Jacket neckline always to be styled with a high collar with front flap, fastened.
- Scarf to be attached and draped as shown.
- Belt to be buckled as shown.



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RTW - GENERAL GUIDELINES

- Limit to 9 pieces per rail.
- Use notches as a spacing guideline.
- Alternate between short and long pieces.
- Always mix in one style of crisp cotton, denim, and shirting.
- Style replacement can be managed by finding similar silhouettes or colour.
- Break up styles of black with lighter colours such as white, cream, pink and dark khaki.



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Phoebe Philo @ Bergdorf Goodman NYC

Display plan, onsite installation of their first retail
launch



Phoebe Philo @ Shinsegae Seoul

Display plan, onsite installation of their first retail space in APAC



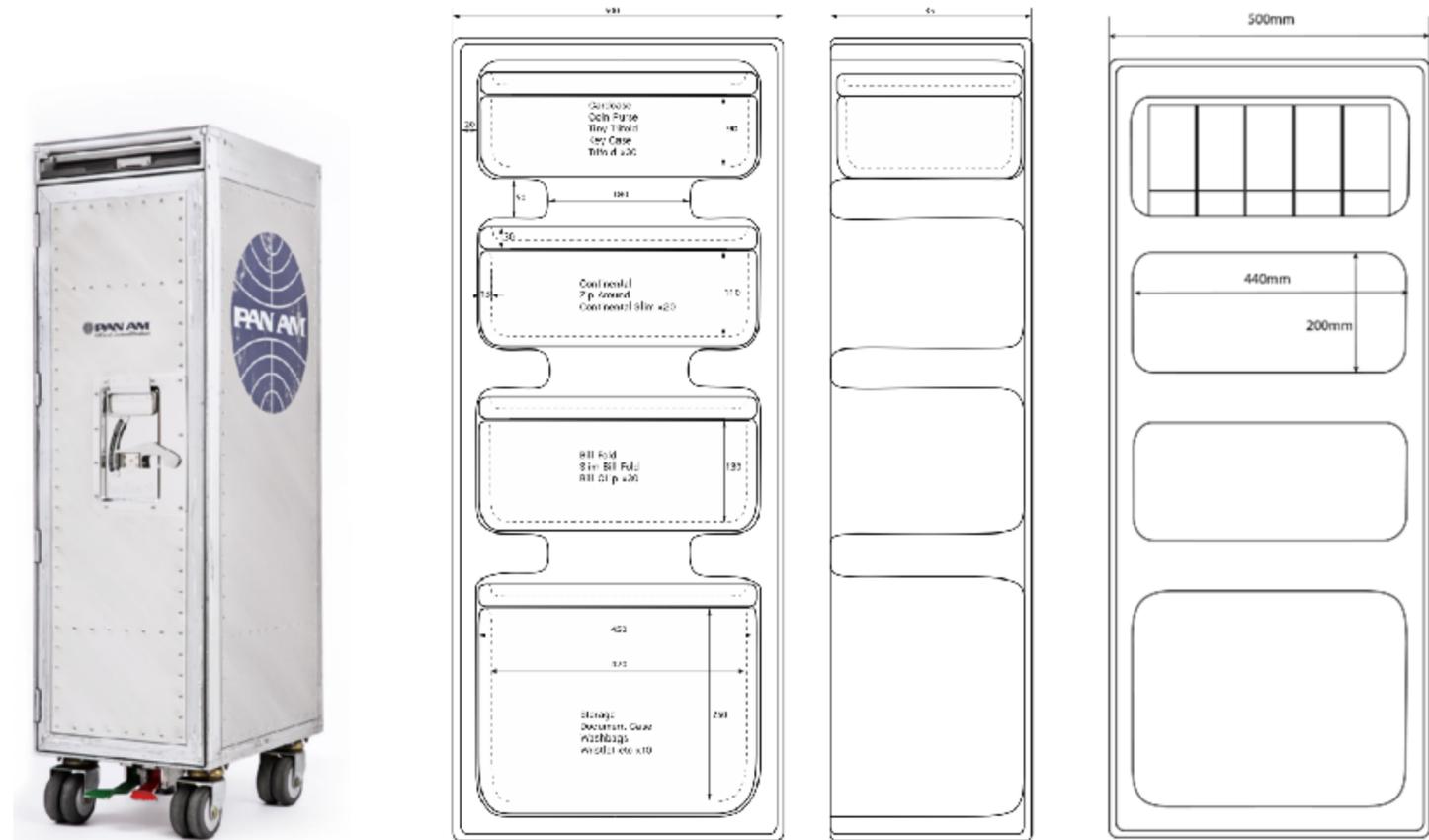
Phoebe Philo @ Paris Showroom Brand Experience

Set design, display plan, onsite installation



Bottega Veneta Display Furniture

Concept research, design, multi phase mockups coordinate project with a local supplier in Italy



Bottega Veneta Display Furniture

3rd phase render

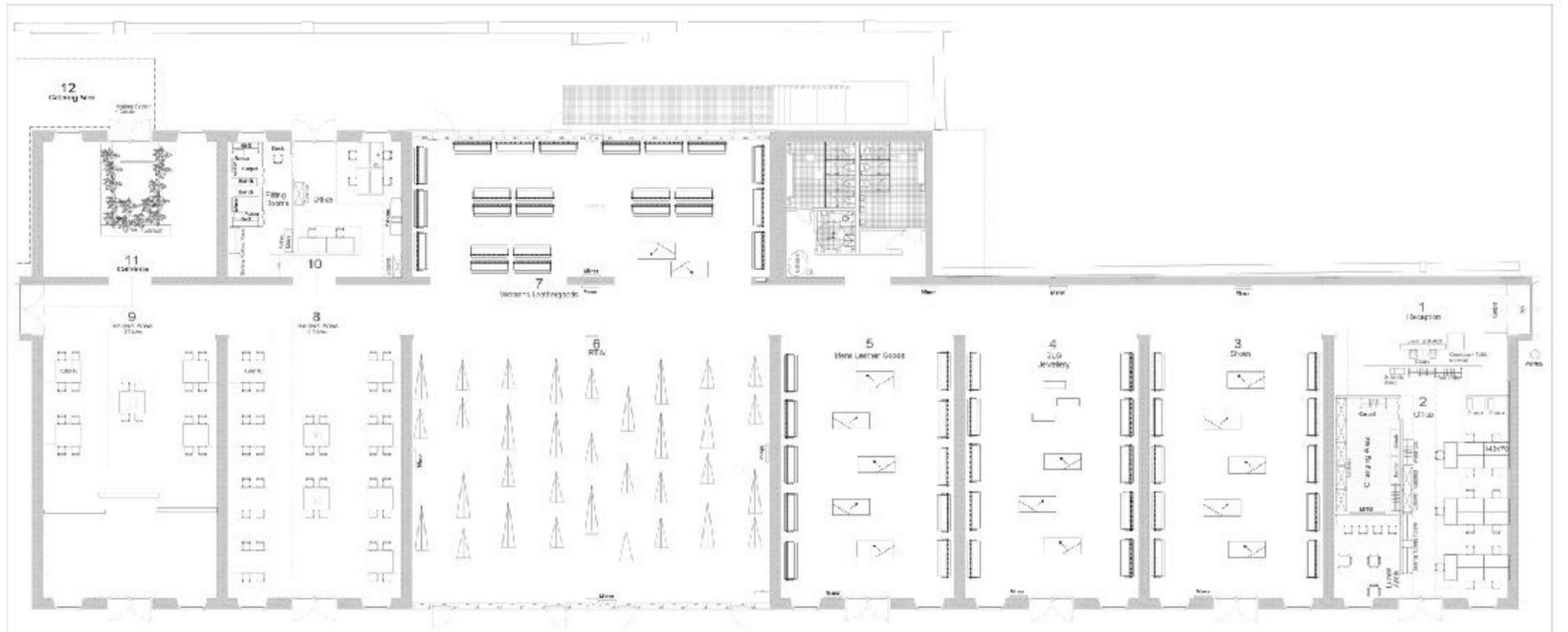


Bottega Veneta Display Furniture

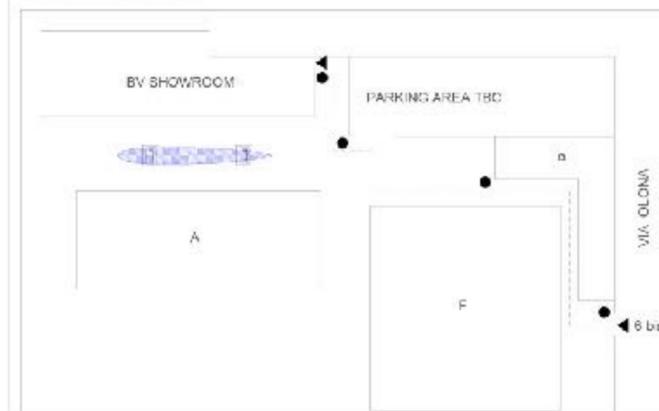


Bottega Veneta @ Milan Showroom Brand Experience

Floor plan



MASTER PLAN



BOTTEGA VENETA

BOTTEGA VENETA
ART

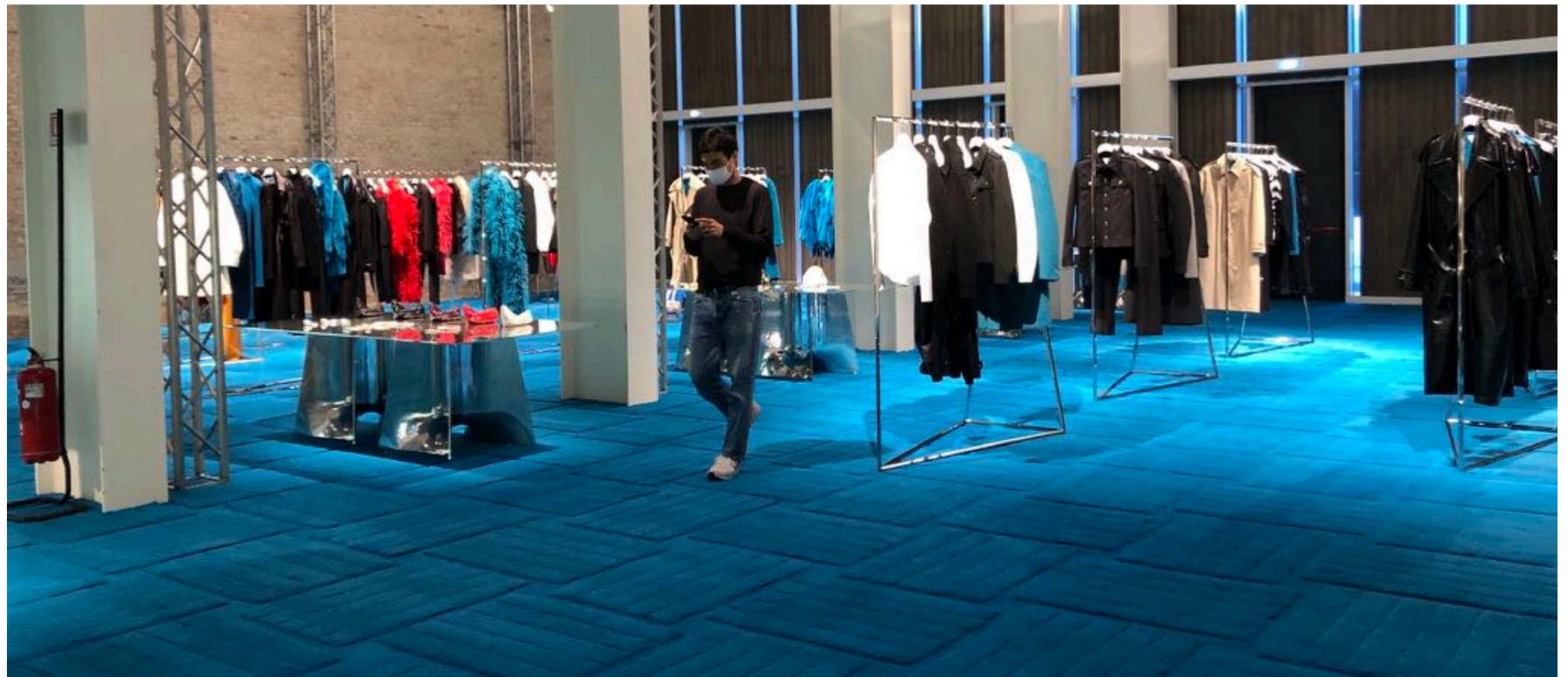
via cavallerizza 49
20133 Milano - ITALY
www.bottegaveneta.com

Project
Cavallerizza Showroom
January Wholesale

scale
1:100 02 A3

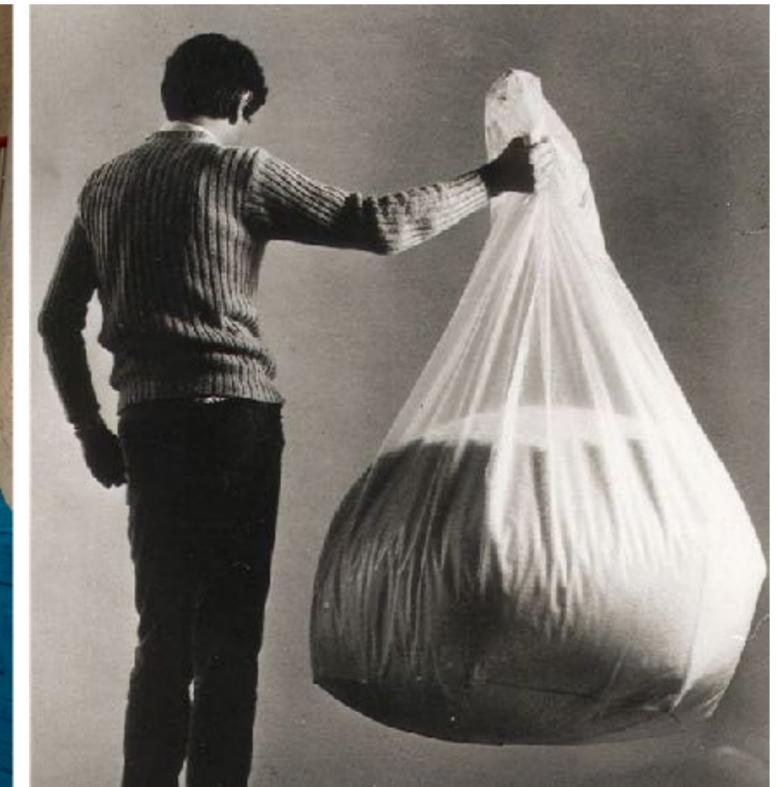
date
2020-12-19

**Showroom
Bottega Veneta**
September '21 Cavallerizze, Milano



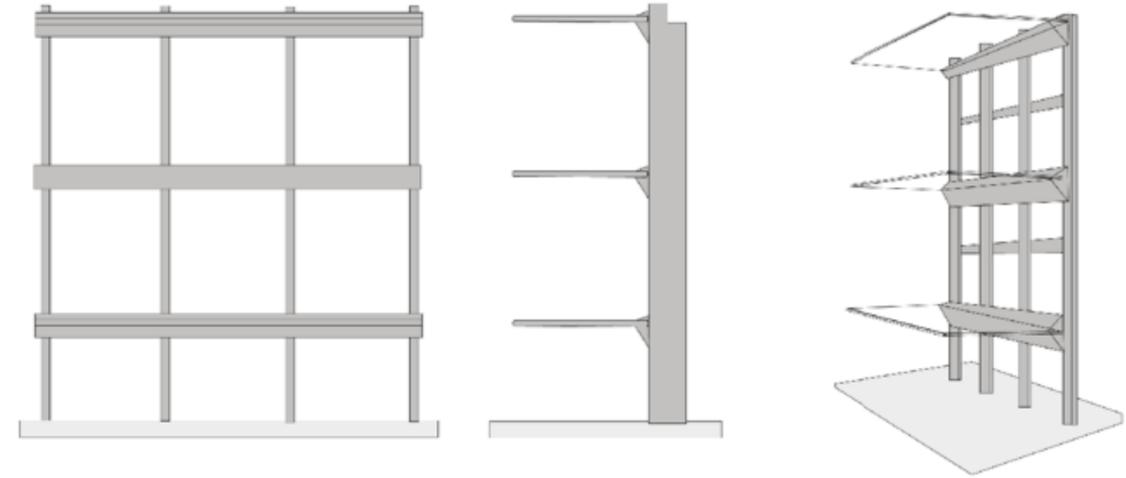
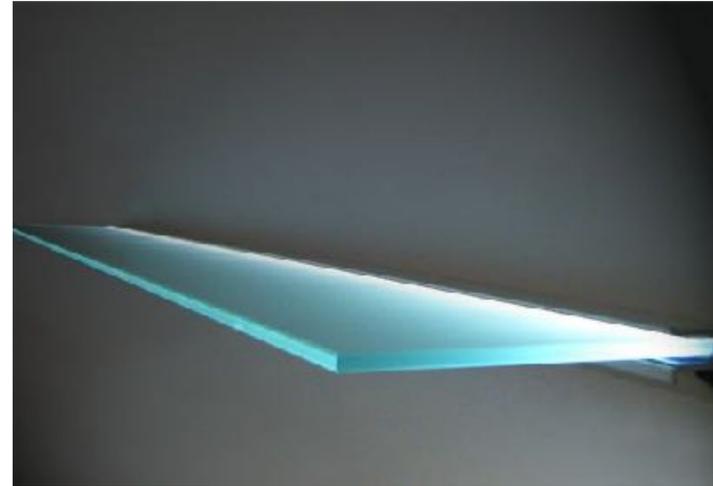
Bottega Veneta @ Milan Showroom Brand Experience

Concept, space styling, planning of products display



Edge Lit Shelf Bottega Veneta

Concept, furniture design,
multi stage mockup,
production management with local supplier



Bottega Veneta @ Milan Showroom Brand Experience

Concept, furniture design and production
management, space styling, planning of products
display



Bottega Veneta @ Milan Showroom Brand Experience

Concept, design plan to project management



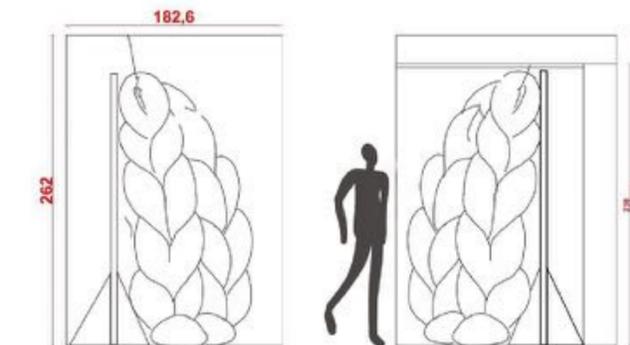
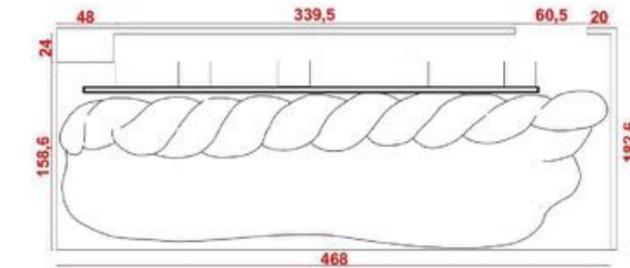
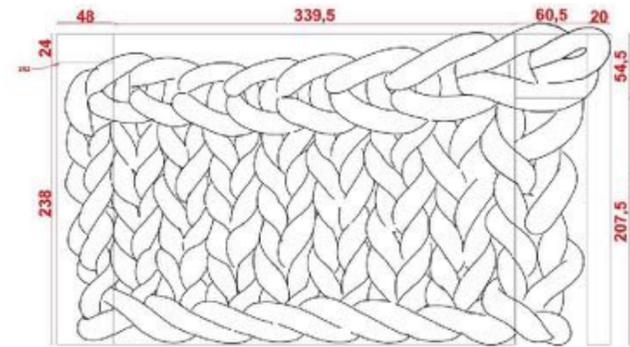
**Bottega Veneta
Special Window
@ ECI Barcelona**

Wholesale window for a brand experience



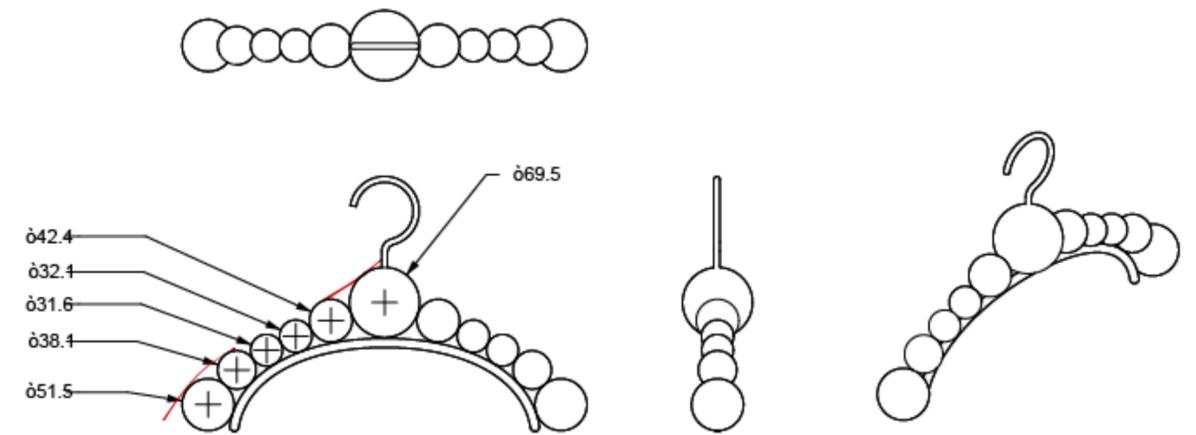
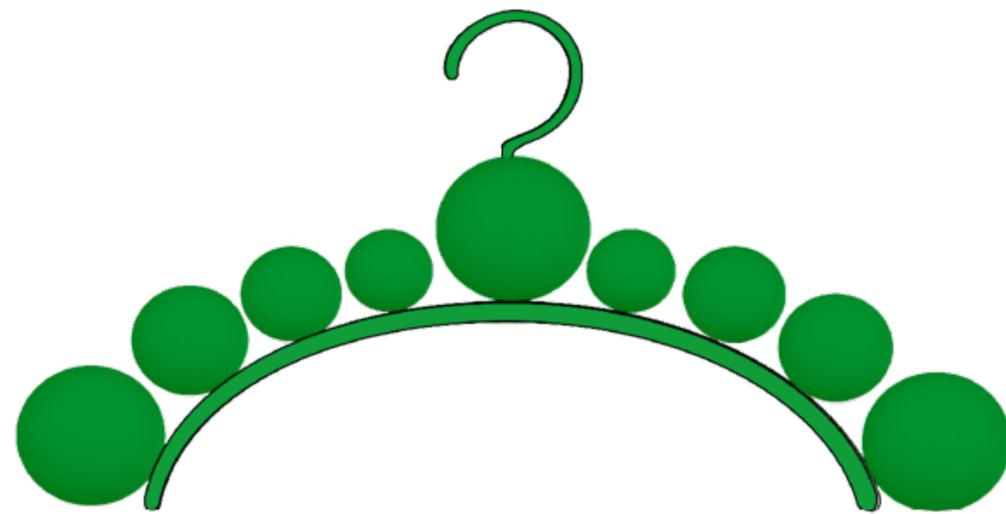
Bottega Veneta Special Window @ ECI Barcelona

Concept, design to production with
Italian supplier



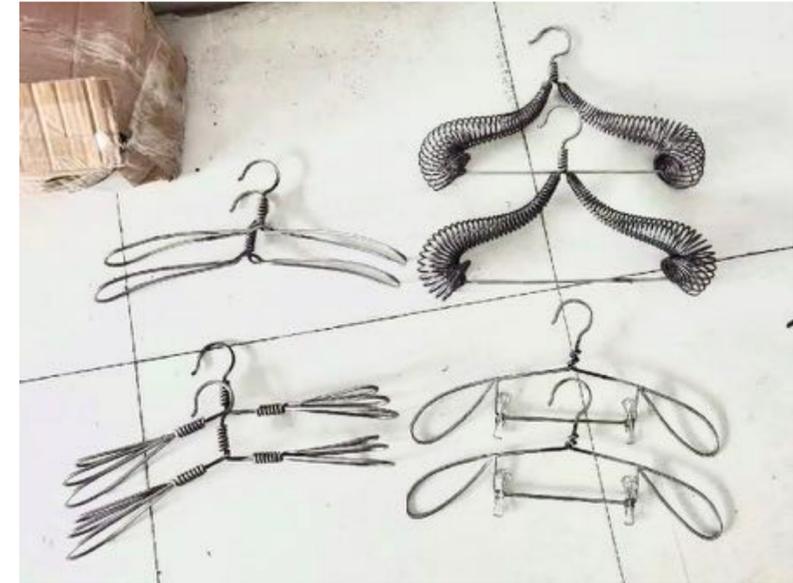
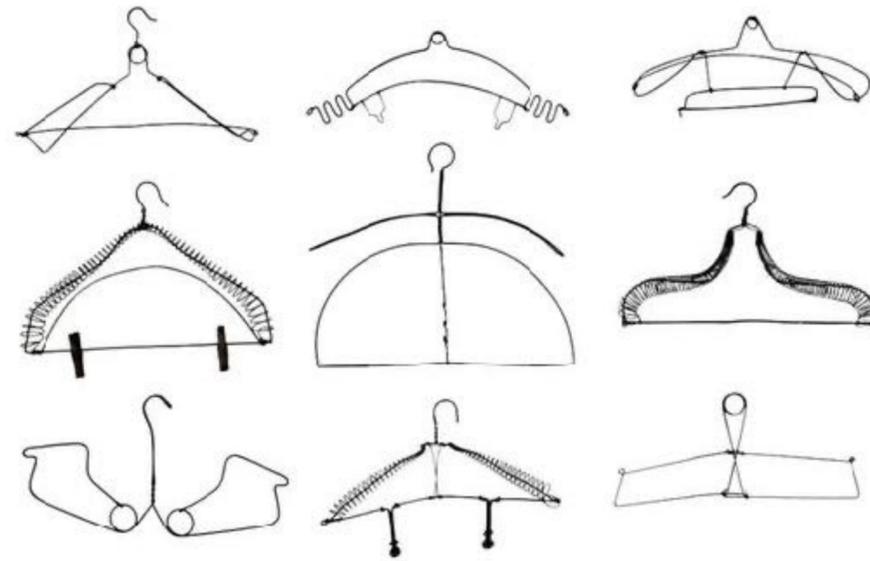
Bottega Veneta Special Hanger

Concept, design to production management



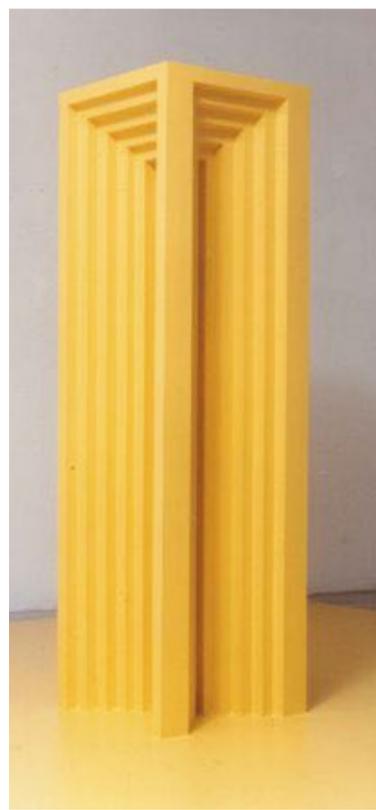
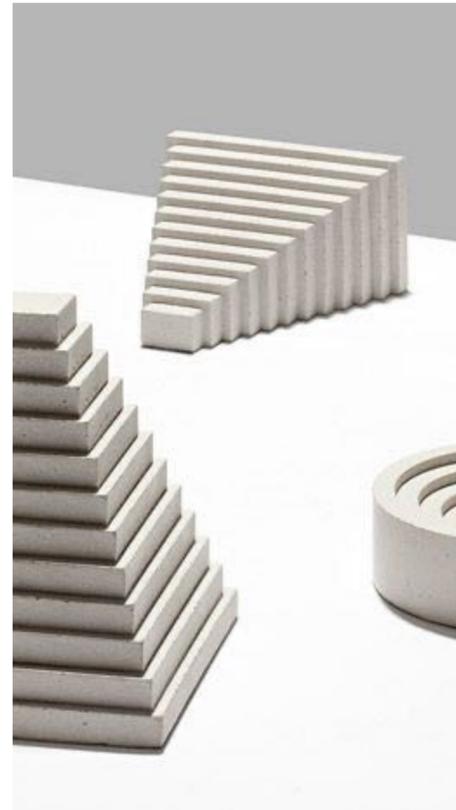
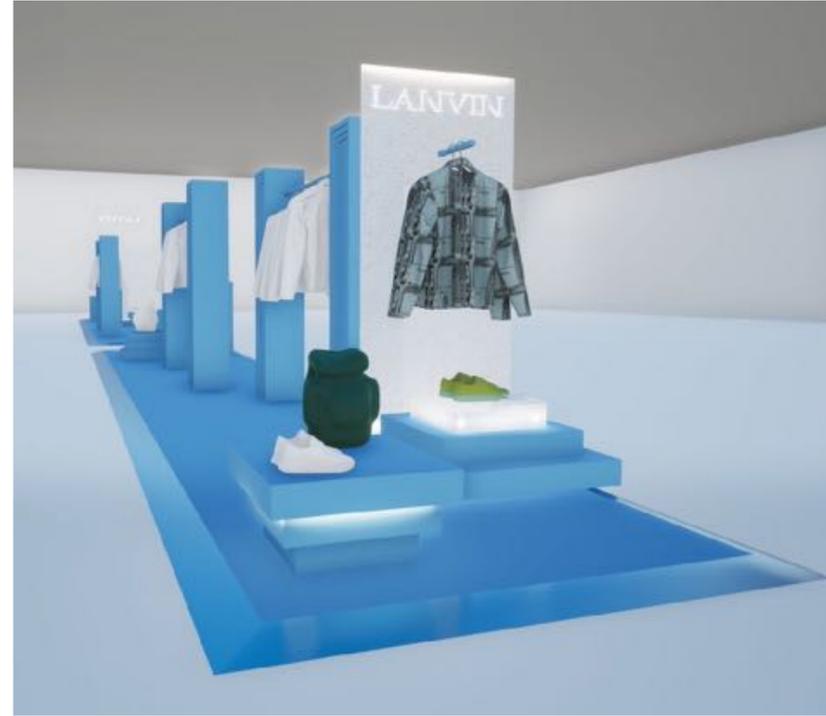
Bottega Veneta Special Hanger

Concept, design to production management



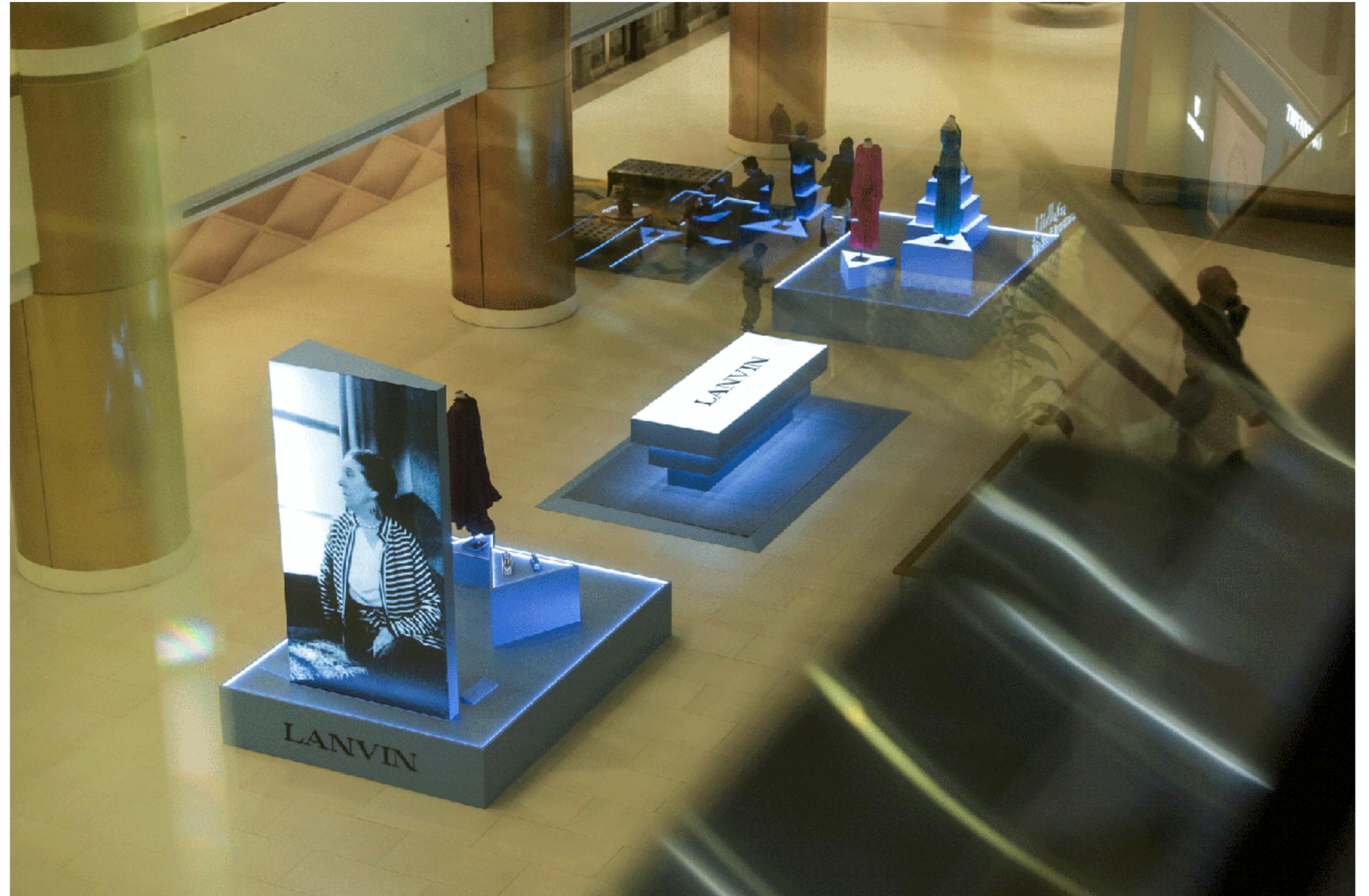
Lanvin Set Design @ Bloomingdales Dubai

Concept, design, display plan



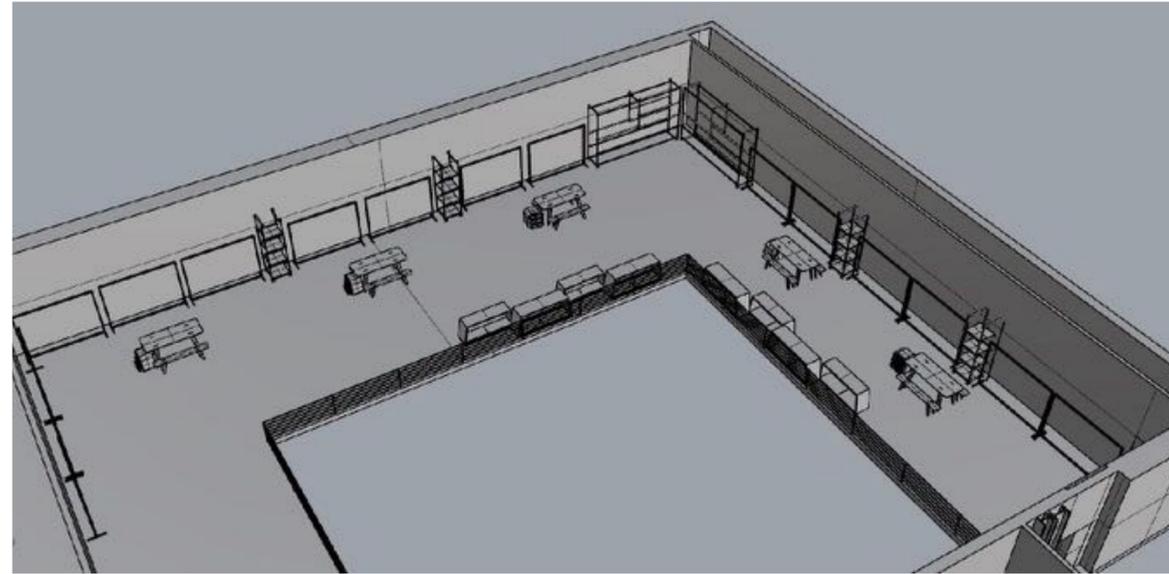
Lanvin Exhibition Set Design @ Riyadh

Concept and design of a brand experience
exhibition in Riyadh mall

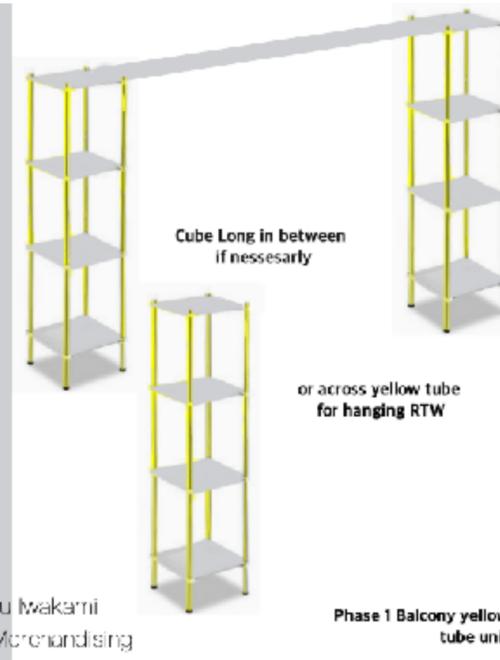


Tomorrow Ltd @ Paris Showroom

Concept, design to production with Italian supplier



Light grey wool to cover the MDF shelves



Cube Long in between if necessary

or across yellow tube for hanging RTW

Mayu Iwakami Visual Merchandising

Phase 1 Balcony yellow tube unit



Dover Street Market London

As a VM manager of DSM at 17-18 Dover st,
Execute the vision of Rei Kawakubo,
locally in UK. Window plan, production
management, product placements.

