

# COMMERCIAL INTERIOR DESIGN

AUGUST 2023  
VOL. 19 ISSUE 08  
AN ITP MEDIA GROUP PUBLICATION

## BLANK CANVAS

The neo-Brutalist boutique that lets bespoke collections shine



# AUGUST 2023



## 26

### BRUTALIST BEAUTY

Looking at KAGE's stripped back boutique by C'est ici Design

## IN THIS ISSUE

### 18 ZEN MASTERS

Discussing Japanese design with the team behind Origami Sushi

### 20 ARCHITECTURAL MARVEL

A Turkish restoration project that breathes new life into an old building

### 34 WIDE-SCREEN WONDER

How ISG fitted out the flagship Roxy Cinemas at Dubai Hills Mall

**K**AGE, the UAE women's fashion and homeware label, has a physical address at Al Khayat Avenue in Al Quoz. The label's chic 200 sq m studio in the emirate's art hub was designed by inter-disciplinary firm C'est ici Design. It captures the essence of laid-back luxury with a simple and minimalistic approach.

KAGE has garnered a dedicated following since its inception in 2009, known for its stylish and wearable silhouettes that cater to the fashion-forward woman. Infused with androgyny, creativity, and a sense of ease, KAGE's contemporary ready-to-wear collections stand out for their playful use of colour, proportion, and print.

Basma Abu Ghazaleh, the label's founding designer, aimed to create a boutique that would allow the collection to shine. With a shared aesthetic and a mutual appreciation for craftsmanship, C'est ici Design was the natural choice for KAGE. Renowned for their Japandi house style, which combines Scandinavian and modern Japanese aesthetics with minimalist design principles, C'est ici Design resonated with KAGE's playful and laid-back ethos.

## A NEUTRAL BACKDROP

The double-height warehouse was transformed into a contemporary boutique, preserving its industrial features while introducing elegant materials, colours, and textures. The interior design reflects the KAGE girl's personality, who approaches fashion with an understated and honest attitude. Functionality, simplicity, and industrial elegance define the space, with open-plan layouts, sleek storage and display shelves, fixtures, and raw materials. The neutral and muted colour palette of beige and grey creates a sophisticated ambience that acts as a perfect backdrop for the seasonal collections.

The boutique is bright and airy, with abundant natural light streaming in through large windows. A neo-brutalist aesthetic is evident in the juxtaposition of exposed I-beams,



a metal staircase, and polished concrete flooring with wooden shelves, plush seating, and delicate décor accents.

Sleek metal clothes racks and wall-mounted bars showcase the latest collection, meticulously organized by style and colour. A shelving unit with wooden racks displays fashion jewellery and home décor pieces, while KAGE's range of handmade ceramic candle holders, mini vases, and dessert holders adorns tabletops. The mezzanine studio proudly

features the label's sustainable collection of table linens, created from upcycled KAGE fabrics.

A cosy lounge invites customers to relax and appreciate the tasteful curation of the boutique, which includes a selection of modern and vintage furniture pieces that add pops of colour. The space, like the label itself, exudes a sense of tranquillity and understated luxury, creating an ideal environment for the effortlessly chic and easy-going fashionistas of the region.

## ABOUT C'EST ICI DESIGN

Established in 2017 by Monica Arango, a Colombian entrepreneur with a passion for design, C'est ici Design is an inter-disciplinary studio based in Dubai. The firm has gained recognition for its unique design philosophy, embracing imperfect beauty and the juxtaposition of unexpected elements to create thoughtful and memorable spaces.

Known for its minimalistic style, C'est ici Design takes pride in

crafting extraordinary spaces that incorporate clients' personalities, aesthetics, and heritage. With C'est ici Bespoke, the firm address the need for quality custom furniture in the local market, offering unique and one-of-a-kind pieces.

Over the past four years, the studio has expanded its team to 10 professionals, completed over 50 projects, and evolved into a full-scale turnkey luxury interior design firm. The luxury portfolio

includes residential, hospitality, and commercial projects across the UAE, GCC, and Levant regions, serving high-net-worth local clientele and international brands.

Notable projects include KAGE Fashion Studio, Sao Paolo residential project in Arabian Ranches, Sanctuary Falls resort-style villas in Jumeirah Golf Estate, F&B projects like The House and Amazonas, and the upcoming luxury residential development Palm Desert.

