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aimer fashion factory



THE CLIENT, a leading lingerie brand in China, first requested for a factory compound of 14,000sqm gross floor area that could house conventional storage, manufacturing, and a 300-person dormitory by individual functions. However, as client grew rapidly, it became apparent that its operations needed to be upgraded, specifically with a shift of emphasis from a production-focused business to a genuine fashion brand.

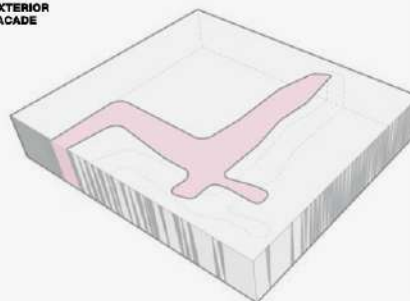
In order to reinforce its brand image and adapt to a maturing economy, the client requested to add a R&D office, a 23,000sqm distribution centre, as well as spaces to showcase its products.

Although the industrial nature of the facility is addressed with galvanised aluminium and concrete on the outer and inner façade respectively, the aluminium panels were designed and produced locally with vertical fins and concrete panels pre-fabricated in order to enliven a flattened cube with tactility. The outer façade transitions from aluminium coverage to a combination of aluminium and glass, accommodating the different levels of lighting required in products-centred areas and human-centred areas. The visual effect of the façade therefore reflects the nature of lingerie: coverage and transparency.

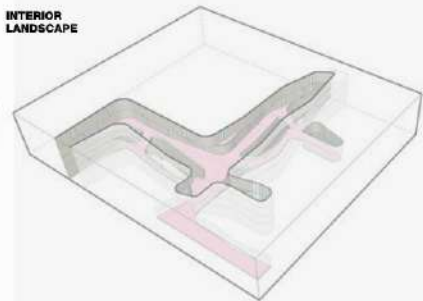
Besides presenting a strong brand, the architects envisioned a factory that attends to the well-being of workers and administration employees equally through space sharing and better working conditions.



EXTERIOR
FACADE



INTERIOR
LANDSCAPE



FLOOR ANALYSIS

