



S PONSORED ANNUALLY BY the Royal Institute of British Architects (RIBA), U.K.-based architects are paired with retailers to create displays that combine an art-and-architecture approach to storefront window presentation. Staged in London—and also for the past three years in Shanghai—the temporary installations were on view during the 2015 Fashion Week festival from April 7–15 in Shanghai's Xintiandi district.

For their contribution, London-based Squire and Partners went beyond the boundaries of the Maria Luisa boutique, named for the late French fashion doyenne and merchandiser, Maria Luisa Poumaillou. Three 6-ft.-high, semi-formed white marble female figures topped with hand-crafted glass hea pieces in the shape of ram's horns were positioned in front of the store.



"One of the concepts for the placement of the trio of life-size mannequins on pedestals outside of the store was to blur the line between retail and public space," comments Tim Gledstone, a partner with Squire and Partners. The curling glass horns in a pale champagne color, crafted by Lasvit, allude to the Chinese Year of the Ram. The mannequins were produced by Jia Xing. "Their form is somewhat distorted, inspired by an interpretation of the artistic process of creation and decay," Gledstone says. Placed in a triangular outline, the mannequins' front-facing formation has historical precedent in the pose of the army of life-size terra cotta soldiers guarding the underground tomb of Chinese Emperor Qin Shi Huang.

History, art and retail—a winning combo!

— Vilma Barr