

TSUM

Moscow, Russia



DESIGN: **Point Design**, New York, NY
Diego Garay

Tsum, Moscow's "original and only true department store," has recently been renovated and revived to match the young Russian population that has been rapidly moving from "communism to consumerism." The historic—more than a century old—Belle Epoque building is beautifully located in central Moscow. It is situated near the tourist-ridden Red Square and the dance Mecca—the Bolshoi Theater.

The original store opened in 1890 and at that time featured quality, selection, exclusive and original products, innovation as a retailer—and service. Under the Communist Regime (1917-1992) it remained a destination for those who could afford to shop there though the merchandise and the presentation was old-fashioned, predictable, unimagi-





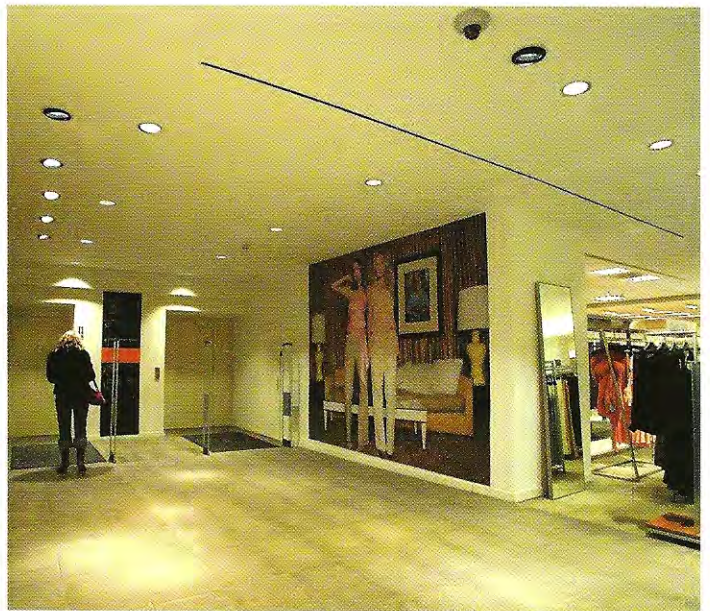
native and often disorganized. In 2003 it was taken over by Moscow's Mercury Group. This organization has been successfully introducing trendsetting fashions and luxury goods from top designers and brand

names such as Armani, Prada and Ferrari. They are now turning Tsum into what they hope will be "Europe's most beautiful, large-scale retail venue." To carry out their vision they called upon the talents of Diego Garay and his company, Point Design of New York. Point Design was selected to renovate the store in a series of phases because, as Alexander Rebok, Tsum's general manager said, "They bring a wealth of retail experience combined with a high degree of creativity and resourcefulness."

Diego Garay says, "There has never been a better time to be a retailer in Russia. Over the last decade, there has been a rapid switch from communism to consumerism. The growing number of 'newly rich' young Russians has been persuaded to believe that money is best spent on tangible things. Mercury Group was among the first to realize that







Moscow needed a glamorous new place to shop and believes Tsum will be the exciting solution.”

Today, the 360,000 sq. ft. store features high-end fashions and luxury goods and top international designers such as Chanel, Prada and Armani. Using a sophisticated palette that incorporates polished and honed stones, mosaic tiles, textured wall coverings and dramatic lighting, “the store takes on an entirely fresh and elegant approach to a tried and proven format.” The layout is fairly traditional: Cosmetics and Fashion Accessories on the main level, Menswear on two, Women’s Wear on three, Young Fashions on four and Housewares on five. According to Diego Garay, “Throughout, spaces



flow easily from one to the other, and nowhere does the environment compete with the merchandise. In fact, color, lighting, featuring and special arrangements all work together to present what's offered with drama and clarity." The design on the dynamic central atrium not only sets the look for the new Tsum but also serves as a gathering place for events and showcasing special products. Garay says that this "treatment of both public space and merchandising is new to Moscow."

The success of this new renovated store has the Mercury Group planning to double the size of this Moscow store in the very near future and they are looking to expand into St. Petersburg—and other major cities in Russia.



