

MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

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Style
Directory
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Our sharp survey of go bright fashion and retail

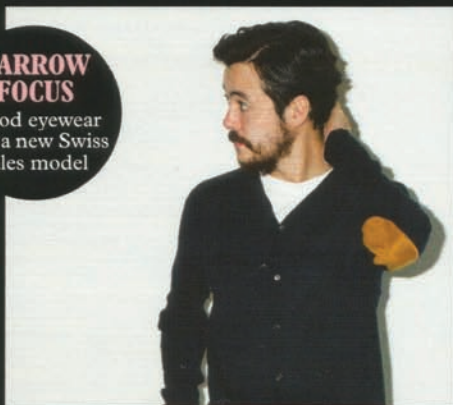
LOOK THE BUSINESS! *The designers, brands and shopkeepers of the worlds of style and handsome commerce (and making good gear too)*



- A AFFAIRS** On the Aarhus bus: a Danish urban success story
- B BUSINESS** Brush up: why the shoe-shine industry's still buff
- C CULTURE** The Polish paper that grew up with the nation; plus, painters get A-list agents
- D DESIGN** Remember this: how architects make memorials
- E EDITS** An edgy Zürich 'hood, brandy makes a spirited return and the fast 'last meal' of creative supremo John Jay



NARROW FOCUS
Good eyewear and a new Swiss sales model



TEAM TOKYO
19 pages of menswear and accessories

PLUS:
Our lady in London: six pages of elegant silhouettes



THE FASHION 25
The leading shops, brands and products

FITTER, FASTER, DRYER
Mastering the elements



ON THE UP
Five leading design talents from LA and New York to Milan

VIENNA CALLING
A new fashion outpost for the Austrian capital



THE RETAIL TOP 20
Our annual guide to the world's best sellers



MADE BY ME
The designers who bought the factory and flourished

ICH BIN EIN RUNNER
The Nike guide to training and refuelling in Berlin

UK £5
USD \$12
EUR 12 (GER)
EUR 10 (FR)
DKK 122

SEK 95
JPY ¥2,200 (tax)
AUD \$13.00
SGD \$19.90 (incl GST)
CNY ¥12.00 (incl)

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Rés do Chão

Lisbon
Neighbourhood
rejuvenation

Rua Poço dos Negros, just to the south of Lisbon's centre, is typical of the city's streetscape. Four-storey buildings are covered in pretty tiles, with retailers, restaurants and cafés on the ground floor and apartments on the upper levels. The iconic 28 tram trundles up the narrow road and footpaths are still cobbled.

For decades the street was home to a buzzing retail scene but when the financial crisis hit in 2008, stores closed and the area lost its appeal. By 2013, petty crime and drug-dealing had become prevalent. In stepped Rés do Chão, a not-for-profit initiative set up by four young architects. Rés do Chão ("ground floor" in Portuguese) was established to revitalise neighbourhoods through the rehabilitation of empty ground-floor retail spaces.

"We felt it was a place where we could jump-start a regeneration," says co-founder Mariana Paisana of the Poço dos Negros location. The group, with the help of funding from the Calouste Gulbenkian Foundation and Lisbon's city council, set about surveying empty

spaces and connecting landlords and potential new tenants. It also took the lead by founding its own shop in 2014, selling the work of five young Portuguese designers who work in a space above it.

The organisation has provided support for the opening of three further shops on the street. And unlike some gentrification projects, the existing community is at the heart of the regeneration with a monthly market established to draw a crowd. — TL resdochao.org

Why it works: This regeneration is proving that retail is essential to the vitality of a neighbourhood.



Best for regeneration: Promoting retailers and reviving a street



BRS

RETAIL SURVEY
Top 20

SPIRIT GUIDE

—Global

Preface

The days when gloomy analysts foretold the death of the high street are behind us: bricks-and-mortar retail is undergoing a renaissance as companies big and small innovate and adapt to the changing climate. This issue we celebrate a host of ambitious founders and creatives pushing the boundaries of retail. From the man steering Muji's next phase of growth to Montréal's defiant independent grocery sector, Monocle browses the best.

EDITOR
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