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we love this!

## Aesop's Felt Fables

**W**HEN OPENING A NEW store, Aesop, an Australian-based luxury skincare line, likes to tailor the design to fit the location. For its first Canadian store, the brand reached out to Toronto-based design firm Superkül to help with that plan.

The 1,200-sq.-ft.-store, located on Queen Street West in Toronto, is deep and narrow. Superkül took inspiration from the historic juxtaposition of the neighborhood's residential and manufacturing elements, as well as the natural landscape of the area. The interior was stripped down to the original brick walls, forming a rough backdrop for layers of felt created by felt artist Kathryn Walter. The folds of felt allude to the area's history of textile manufacturing, while acting as a soft buffer against noise. Blackened steel shelving and other elements reference the local industrial history and the streetcar tracks that run outside the store.

All of those elements—brick, felt and steel—create a cool yet warm tactile environment that serves as a modern backdrop for the Aesop product line.

Who says cozy can't be cool?

— Michelle M. Havich

