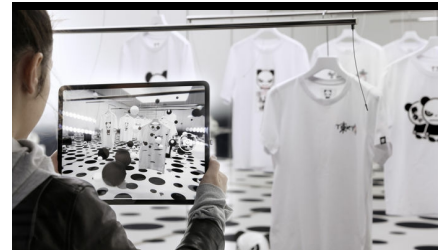
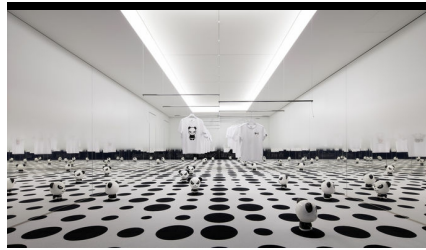
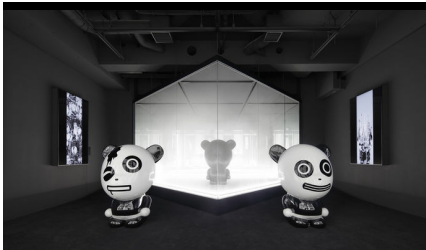


# THIS STORE USES AR TO CREATE A FUTURISTIC RETAIL EXPERIENCE

By Livvy Houghton and Alex Hawkins

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Tokyo – Chinese streetwear brand Hipanda has opened a futuristic flagship store in Japan that fuses technology, visual effects and striking interior design.

Named the Ghost House, the brand's first store in the country uses AR (augmented reality) and AE (augmented experience) to create an immersive experience. The main room features a dynamic play of light, while the gallery space uses AR to highlight continually changing product displays. Visitors are also invited to look for the host of the house, who is revealed through different digital and analogue interactions.

The space was designed by **Curiosity**, a multidisciplinary studio based in Tokyo. 'The challenge of Curiosity was to bring street fashion into new territories, breaking the boundaries beyond culture, age and gender into an experiential space, accessible and inspirational for all, which redefines our expectation of retail experience,' says the studio. For more on how retailers are reconsidering the purpose of bricks-and-mortar shops, read our **[Storefront Salvation](#)** macrotrend.