



## Atelier Heiss Architekten

Anukoo – Fair Fashion Shop

**Area:** 70 sqm

**Photography:** Peter Burgstaller

**Location:** Vienna, Austria

Retail

Atelier Heiss has been entrusted with the design of the future home of the new fashion label Anukoo by EZA Fair Trade ("Fairer Handel"). Anukoo stands not only for fashion with responsibility, but also for a confident visual presence with a modern design.

The spatial concept and the design of the façade by Atelier Heiss is straightforward and clear. An exciting and modern atmosphere is created by consciously placed contrasts, while the historic vaulted ceiling of the main showroom is given its complete expression in the white, linear built-in units.

The furniture made of weathered ash is the exclusive, natural background for appealing fashion. The solid wood with a rough surface is either left

natural or painted white, as required; the pure materials convey an almost textile quality.

The little lounge area at the end of the tapered room takes us to the essence of the concept of Anukoo: It is not just the fashion that brings us here but also the idea of lingering over a fine cup of fair-trade coffee and relaxing music, enjoyed in the design by Atelier Heiss Architekten.

