

June 2017

3.1 Phillip Lim Opens at Waikiki International Market Place

3.1 Phillip Lim is thrilled to announce the opening of its new Hawaii boutique at the much anticipated, Waikiki International Market Place. Located at the base of the center's stunning 150-year-old banyan tree, the 1,100-square foot space marks the brand's 4th freestanding retail location in the United States – following New York, Los Angeles and Miami – and its 17th store worldwide. The Waikiki location will carry an assortment of Women's and Men's Ready-to-wear, Accessories, and Footwear from seasonal collections. The store will open with Spring 2017: a collection filled with vibrant florals and romantic pastels, punctuated with pops of bright color – a fitting tribute to the abundant vegetation and lush botanicals of Waikiki, Honolulu's storied beachfront destination on the beautiful island of O'ahu.

"I am honored to bring the full 3.1 Phillip Lim experience to beautiful Waikiki – an inspiring, vibrant community of local inhabitants and global travelers. When designing the store, my desire was to create a breezy, laidback yet sophisticated experience for the Waikiki customer... a modern luxury that romances reality."

- Phillip Lim

Designed in collaboration with New York based architecture firm, MR Architecture + Decor, 3.1 Phillip Lim Waikiki is a modern mix of minimal, classic décor with a nod to Hawaii heritage. The design of the store will continue the evolution of the brand's unique 'Studio Luxury' concept, an approach inspired by dynamic, creative studio environments. Notable design elements include: a glass and coral stone façade, a sleek green lacquered vitrine, marble display plinths, a sculptural rattan chair with a vintage inspired tropical print, and a carefully considered color palette. The inviting, casual mix of unexpected materials, curated furniture selection, and details inspired by Hawaii's culture and landscape, reinforce that the store is both specific to its location, and entirely personal to Phillip himself.

3.1  Phillip Lim

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To commemorate the opening, 3.1 Phillip Lim has created a limited-edition hand painted *Aloha* '31 Hour' bag available exclusively at the Waikiki store. The bag will retail for \$895 and is available immediately.



About MR Architecture + Decor

MR Architecture + Decor is a 30-person studio based in New York City and led by founder and president, David Mann. The firm's scope of work extends from ground-up construction and renovation to interior architecture, design and decoration for residential, retail and other commercial spaces. The MR aesthetic is characterized by diversity and unified by an essential clarity. Notable projects include solar-powered, geothermal residential projects, private art gallery spaces and retail projects in the U.S. and abroad.

The 3.1 Phillip Lim boutique at International Market Place is located at:
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