Located in Omotesando Dori, just a hundred metres from Prada by Herzog & de Meuron, Louis Vuitton by Jun Aoki, and the upcoming Tod’s by Toyo Ito, Christian Dior’s new store appears as a crystal palace, luminous and ephemeral. The building is the result of a collaboration between Sejima and Nishizawa, who are responsible for the design of the structure and the external “skins,” and Dior, who took care of the interiors.
The store is a representation of an irregular parallelepiped volume, divided horizontally by white aluminum bands, which place an emphasis on the varying floor heights. The first three floors are for shops, and the fourth is a multifunctional space.

The five-story building involves a series of free-standing rooms of 450-550 square feet. Women's accessories are located on the ground level, and women's ready-to-wear and jewelry are located on two and three. The perfume and cosmetics department is located on the fourth floor. The basement houses the Dior Homme collection.
The building is completely clad with glazed double skin, with undulating surfaces of removeable acrylic panels, shielded by very thin white bands printed with serigraphy. The “skins” filter, make uniform, and vary the density and perception of the interior spaces. Most importantly, they absorb light and retransmit it, marking each moment like hands on a watch.
Dior Omotesando  Tokyo, Japan  Kazuyo Sejima + Ryue Nishizawa/SANAA