



Playing House

Review by Diana Artemis

Recently-opened KOU, a new lifestyle boutique, is the first of its kind in Hong Kong.

Imagine a concept store set up like a lived-in, stylish and luxurious home, except everything has a price tag. Situated in the heart of Hong Kong's Central district, two-storey **KOU** offers a glamorous shopping experience for those pursuing an innovative and contemporary lifestyle.

KOU is the brainchild of Hong Kong-based 'lifestyle guru' and interior designer Louise Kou, in which she has combined her talents for innovative interior design concepts with her insights into the global fashion industry, gained while in top management positions at some of the world's leading luxury fashion brands (including Joyce, Swank, and Escada).

"Creating harmony in your lifestyle is the essence of our philosophy. Every detail of your lifestyle should reveal a passion, an experience and a sense of style," Lu Kou explains. "With KOU, we have handpicked only the very best fashion and homeware items from around the world; things that truly express style and individuality."

The open floorplan of KOU's entrance level showcases the store's lounge, dining area, kitchen and outdoor patio with a BBQ area. Guests can then walk down the inner staircase into

the warm reds and browns of the library and bedroom, with its ensuite bath and walk-in closet. Sweeping views of the harbour complement the interior design elements.

In the lounge, paintings (including works of art by masters) sculptures, rugs and furniture – either custom designed or handpicked, from brand new to antiques - are on display. The dining area houses KOU's themed table settings, including the best European tableware and flatware. High quality cookware and kitchen accessories can be admired in the kitchen. Strolling down the staircase and into the library, guests will find the shelves laden with quality books. In the bedroom, pour over a fine selection of linens and towels; you can even purchase a 19th century antique bed. While in the bathroom, make yourself at home with a wide selection of spa and bath products. The walk-in closet and accessory room has a selection of the season's fashion items. The sensuality of the space is reflected by the lingerie collection. 🍷



KOU

22nd Fl., Fung House
19-20 Connaught Road
Central, Hong Kong
Tel: + 852 2530 2234
info@kouconcept.com, www.kouconcept.com

KOU's expert 'Lifestyle Consultants' offer both interior design and fashion suggestions.



Darling Sweetie Darling

Faylay Tan met the creator of Amandarling, a first-of-its-kind resort-, beach- and cruise-ware boutique in the trendiest part of Hong Kong.


If you believe that a resort holiday demands a whole new wardrobe with matching mini suitcases, **Amandarling** is the one-stop-shop for you – specialising as it does in chic fashions fit for both poolside bliss-outs and civilised sunset cruise-line cocktails.

Soon after graduating from the Royal College of the Arts in London in 1987, the half-Scottish, half-Malay Chinese fashion designer Amanda Loke did stints in Hong Kong, Germany and the Greek Isle of Mykonos, where she started her own collection due to popular demand. “I could fit all the 12 pieces in one small suitcase!” Amanda recalled. Three years later, she launched her full-scale collection of resort beachware. Inspired by the exotic fusion of East and West, the designer produced a collection both comfortably wearable and breathtakingly flirtatious for the lady traveller.

Amanda’s shop in Greece was so popular that it gave her the confidence to start her own label. It’s been rocketing ever since and her 2005 collection has proven to be the strongest yet, selling internationally with showrooms in London, south

of France, Phuket, KL, Langkawi, the Philippines, Australia, New Zealand and Chi Spas at Shangri-La hotels worldwide. “Wherever there’s a beach really,” Amanda adds.

Amandarling fills a niche in Hong Kong. “Here you can find shops in either the extremely high-end or low-end bracket, but there’s nothing in between,” notes Amanda. Stationed in Noho, an up-and-coming area full of character, at Amandarling one can shop for boldly-printed accessories from travel trolleys to delicate flip-flops adorned with jewels. Feminine knits offer a 50’s feel, candy-stripe or block-colour, off-the-shoulder fitted knit tops dressed with a matching corsage. The ever-popular swimwear selection includes this year’s crochet bikini in multicolour or champagne gold.

Amandarling is at once tranquil and full of colour, femininity and passion - rather like Amanda’s dynamic personality. 



Amandarling
G/F, 1 Shin Hing Street
Central, Hong Kong
Tel: + 852 2581 0968
hkshop@amandarling.com.hk, www.amandarling.com