

**JIL SANDER**  
*bloom house*

# research

about the brand



**Jil Sander** is a German fashion brand known for its minimalist and modern design aesthetics. The brand was founded by Jil Sander herself, a German fashion designer, in 1968. Jil Sander gained recognition for her clean lines, precision tailoring, and emphasis on quality fabrics. The brand became synonymous with a minimalist and understated approach to fashion, focusing on simple yet sophisticated designs.

In the 1980s and 1990s, Jil Sander gained international acclaim, and the brand expanded globally. Jil Sander's collections were characterized by a neutral color palette, luxurious materials, and a commitment to craftsmanship. The brand's minimalist philosophy stood out in an era marked by more elaborate and extravagant fashion trends.



## ***FOCUS*** **FLORAL RETREAT**

Fall of 2022, Jil Sander opened its first flagship store in China with a special installation. The extremely minimal store had an entire greenhouse section dedicated to make branded bouquets. The colorful flowers were a delightful yet strong contrast to the style of the clothing and interior. The pop of color added a sense of life and joy to the ambience.

With a focus on the floral and minimal contrasted motif, Jil Sander can launch a branded relaxing experience to push the envelope of the fashion house.



# **JIL SANDER** *bloom house*

*Jil Sander Bloom House is a captivating spa retreat experience located where the city and ocean meets in Laguna Beach, California. The immersive courtyard space acts as a bubble for Los Angeles urbanites to renew their senses through unique experiences surrounded by the contrast between minimalist architecture and blooming floral vegetation. From the reception, to the tea gathering, to the spa and overnight stay, each encounter is carefully orchestrated to sooth your mind. Jil Sander Bloom House is a love letter for Southern California illustrated through the contrast between the city, flowers, and ocean.*

# why jil sander and flowers?



2012

Jil Sander  
show A/W12  
w/ Marc Colle



2019

Jil Sander HQ  
Adjacent Field  
w/ Linda Tegg



2020

S/S Collection  
w/ Tim Elkaïm



2021

Temporary Space  
Soho, New York



2022

Milan Show w/  
Luke and Lucie Meier



2022

Jil Sander Flora  
Shanghai Store



2023

2023

Suzhou pop up  
heritage garden

“romance,  
femininity,  
and fragility”

1.



**flower petal spa**

2.



**flower essence therapy**

3.



**flower arrangement**

A flower essence is the vibrational imprint, life force of the flower in an aqueous infusion, utilizing the elements of fire, air, water, and earth. Richard Gerber MD, in his book *Vibrational Medicine* states, "vibration is a synonym for frequency, and that the only difference between dense matter, such as a piece of wood and subtle matter, such as a flower essence is the frequency at which they vibrate."

*from*  
**HAMBURG** \_\_\_\_\_ *to*  
**LOS ANGELES**

## **WHY?**

Born and raised in Hamburg, Germany. Jil Sander actually spent time in her early years as an exchange student at UCLA where she had her first experience of the west coast culture. Some of her influences can still be seen after she moved to New York to continue pursuing her dreams of a fashion house.

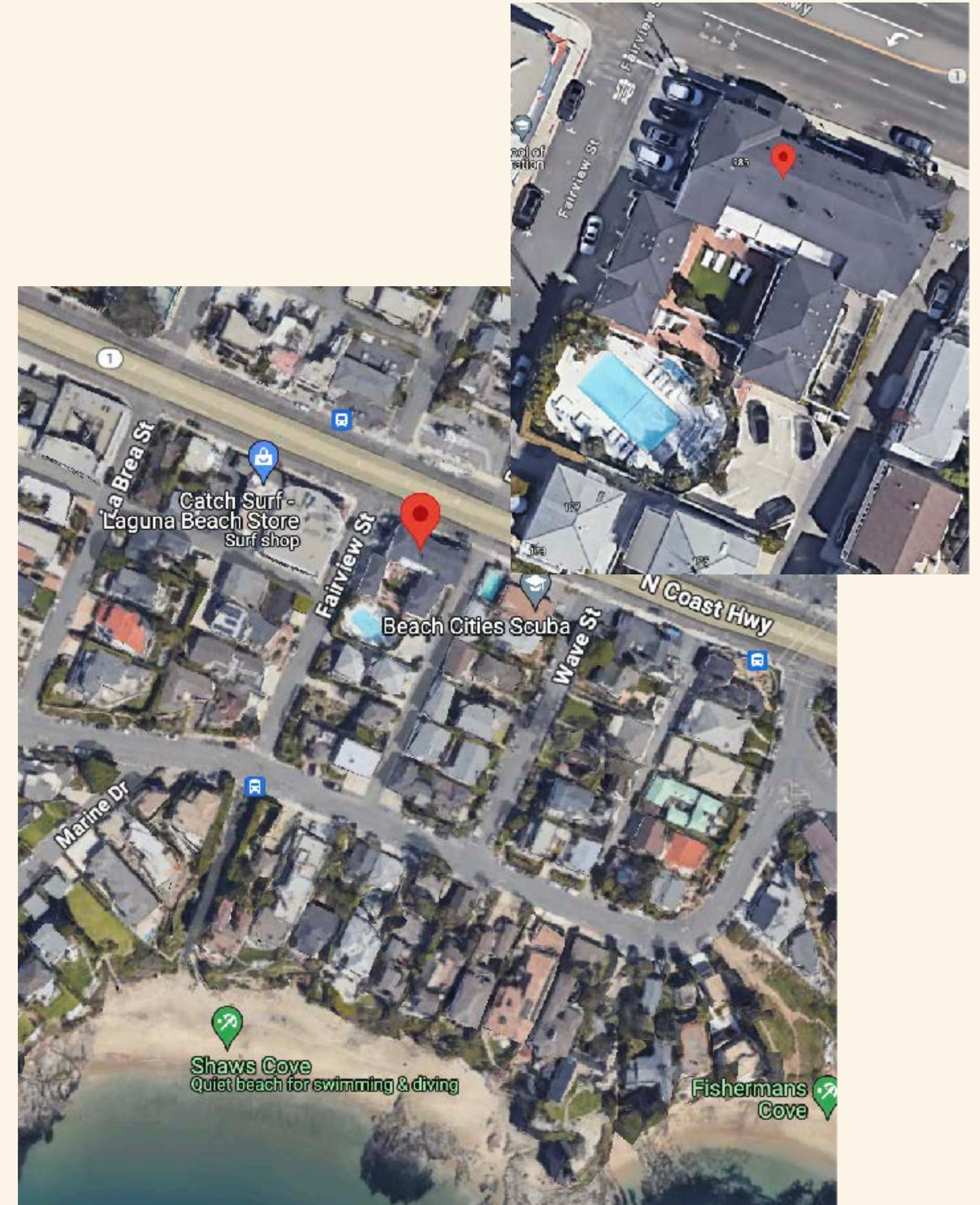
from  
**HAMBURG**

to  
**LOS ANGELES**

## WHERE?

**Laguna/New Port Beach.**  
**985 N Coast Hwy**

An hour drive away from downtown Los Angeles close to many shopping centers and buyer store showing a large audience for the Jil Sander brand. This is a perfect location for a weekend getaway without too many distractions but in the same time, not too far into the nature. A perfect intersection between urban and nature.





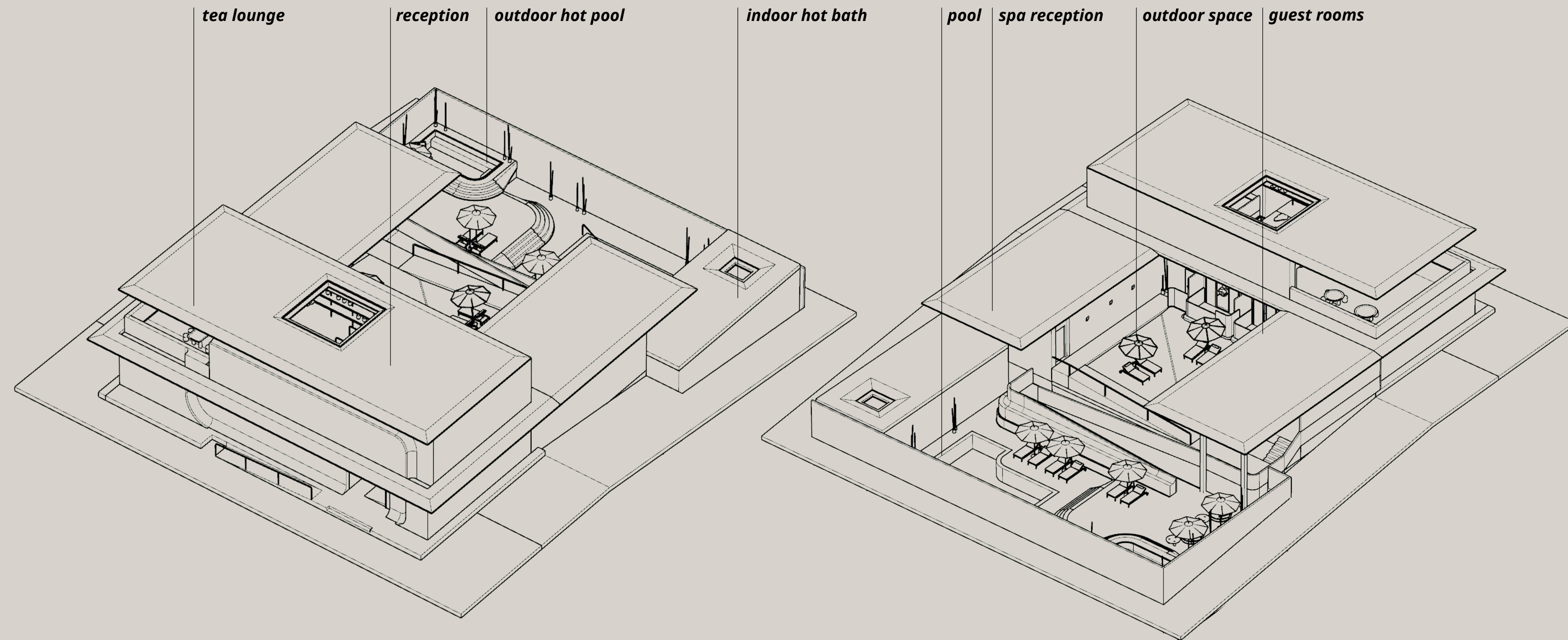
*story*

*driven by the contrast  
of where nature, ocean,  
and the city meet.*



***Driven by the contrast of where the nature, ocean, and city meets.***

***material use***





**JIL SANDER**  
*bloom house*



*reception*

*lounge/tea house*

*guest rooms*

*flower bath*

*floral massage*



## **lounge and tea house**

Where you would be served drinks and relax with teas that are infused with floral elements. This is a space to mingle and take in the senses that the space has to offer.



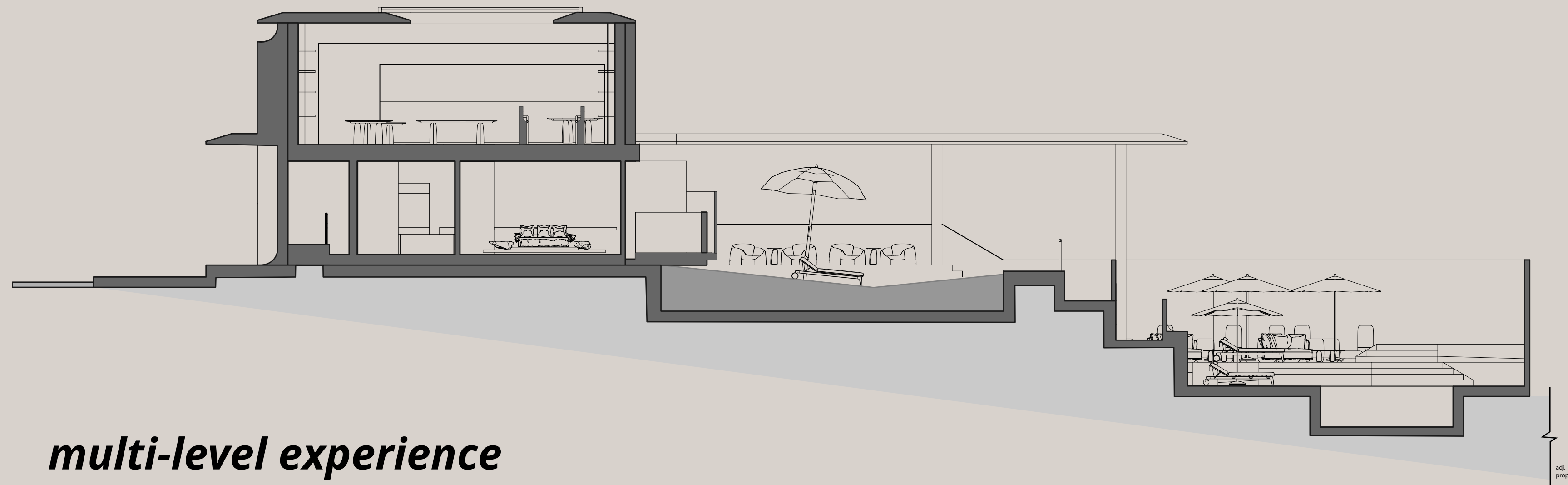
## **guest rooms and massage**

rooms should feel extremely quiet both in ambience and actuality. A mix between a minimal living space that feels warm and understated with touches of floral ornaments that bring life into the experiences.



## **bath of flowers**

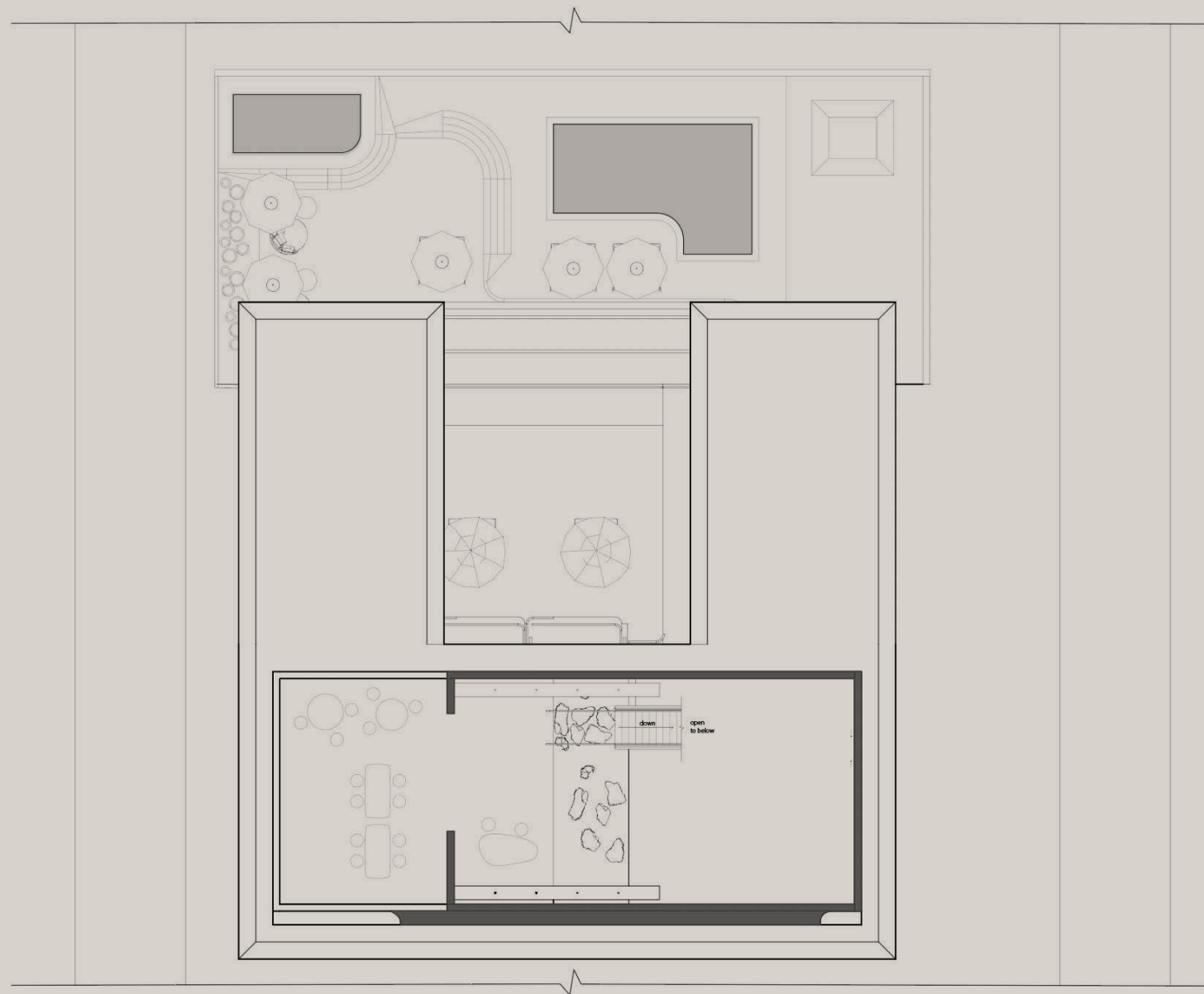
To bring the experience of floating and relaxed in the ocean while being engulfed by flowers and stimulating your senses.



## ***multi-level experience***

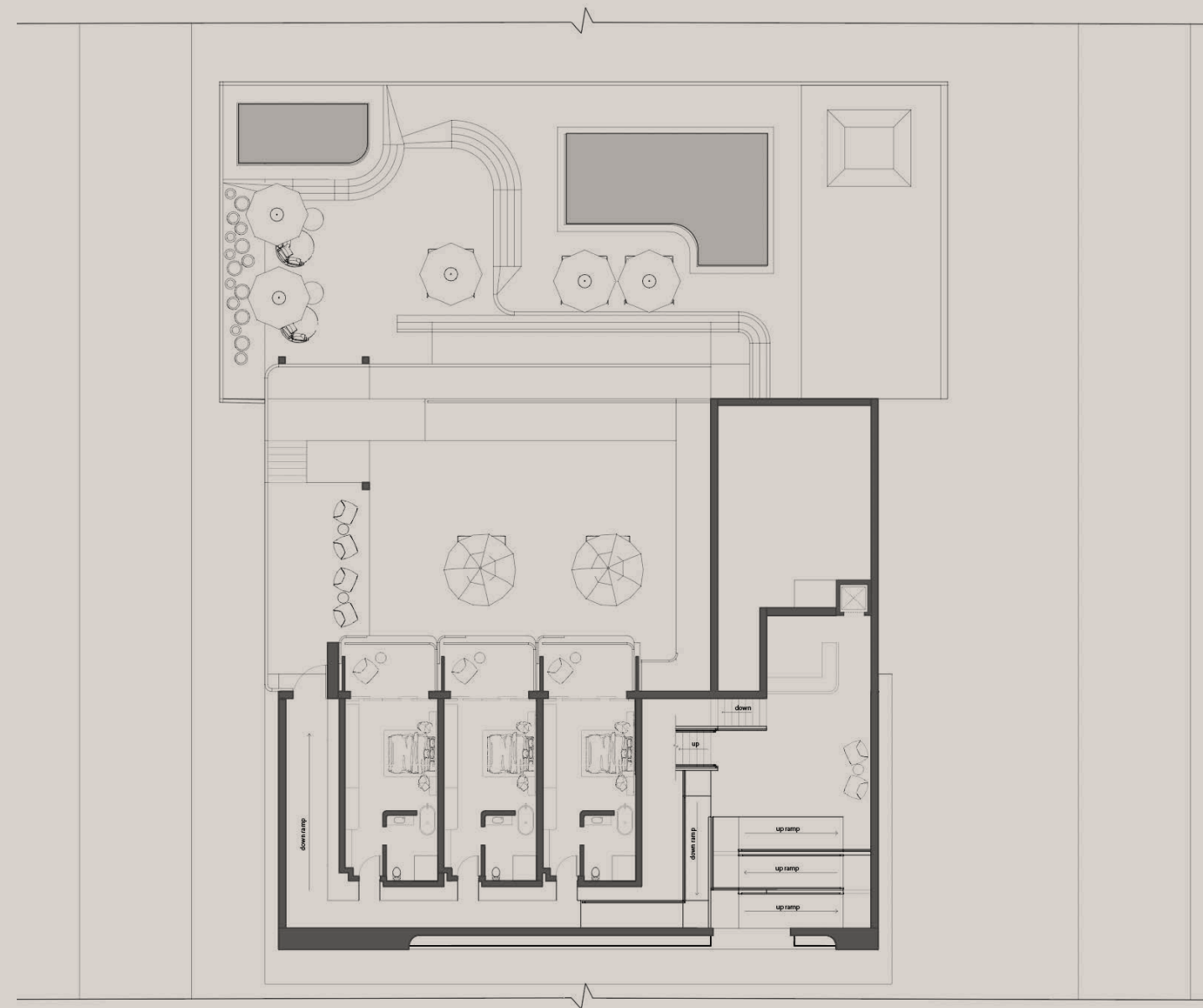
The site sits on a slope which creates an interesting multi-level experience that has to visitors winding and journeying through the different twists and turns the space offers to get closer to the water and the ocean. The experience also offers multiple moments of elegant surprises for different people who would visit the space for different reasons, all to add to the contrast brought to the audience through the flowers and the architecture.





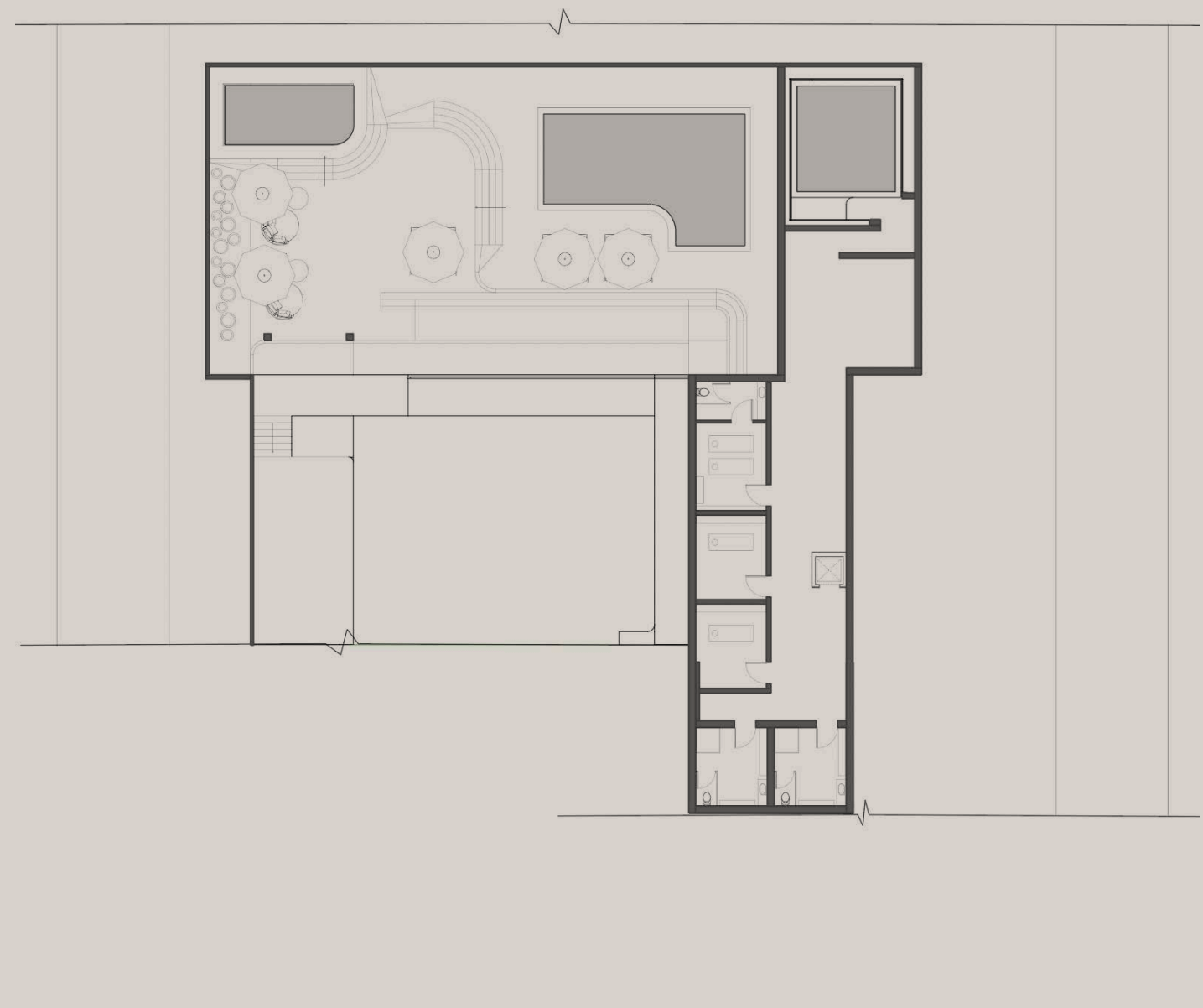
**upper level**

Tea lounge / flower essence distillation area



**ground level**

Main reception / guest rooms / outdoor lounge / spa reception



**lower level**

massage rooms / changing rooms / indoor hot pool / outdoor pool / outdoor hot pool



*resting on the horizon*

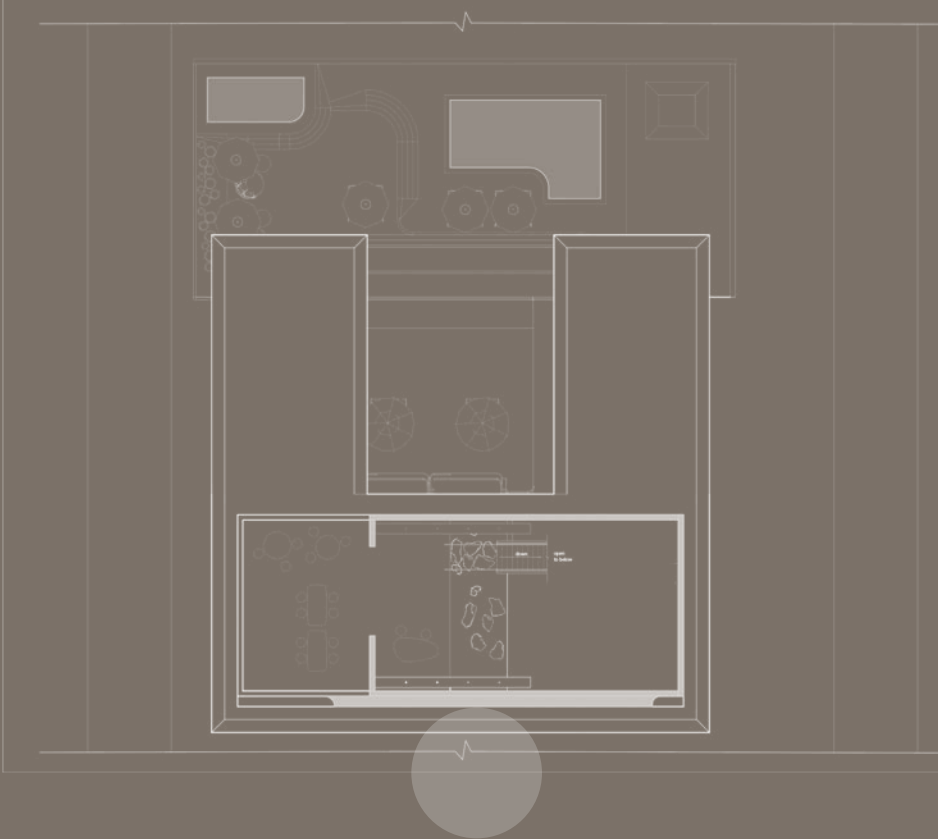


# resting on the horizon

The facade has a carved limestone minimal form language inspired by the idea of a rock floating on water. With the steel roof cutting across the middle acting as the horizon line, the space sits half above the horizon and half below the horizon.



## material use



*welcoming experience*

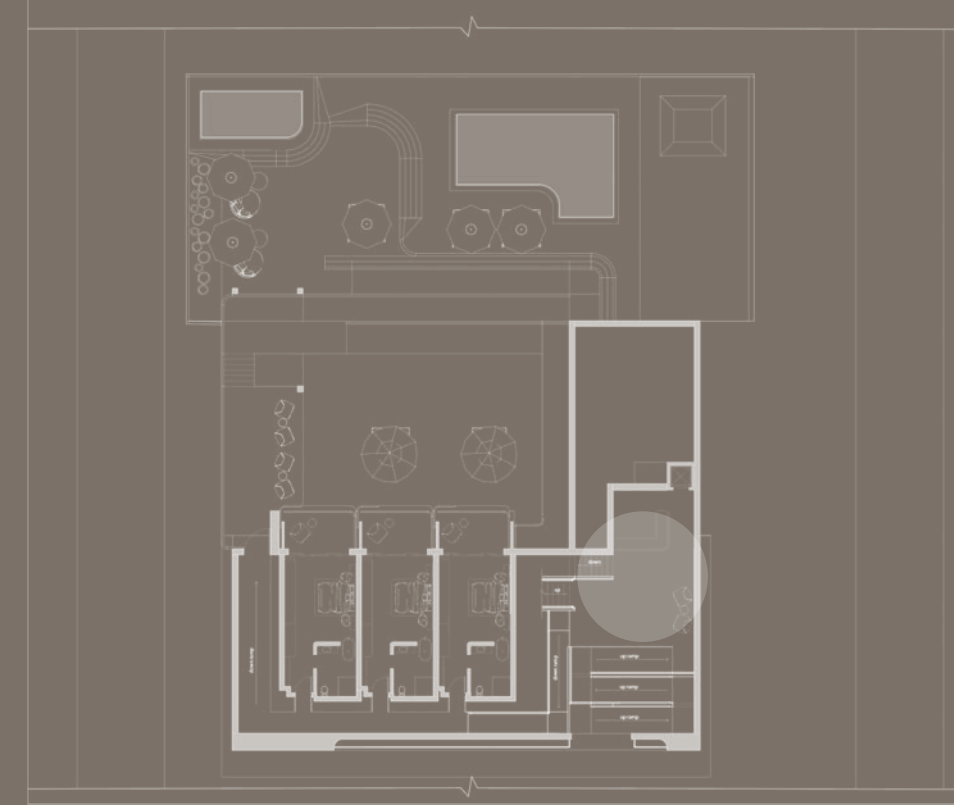
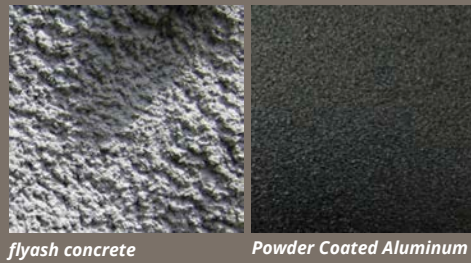


# welcoming experience

The reception is in a cave like area that connects the intersections of the different wings of the building with an elevator space behind that leads visitors to the spa reception.

The two toned limestone walls with a cove light that accents the "horizon line" concept brings the water level form language into the interior of the building.

## material use



*flowers, tea,  
and lounge*



# flowers, tea, and lounge

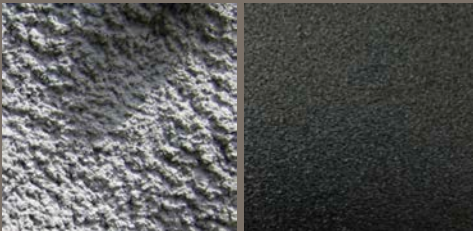
The tea lounge area offers a lounge space where you can experience different floral scents through tea. The walls on the side has shelving to display all the different kinds of flower essence distillations. The space is connected to the ground floor through a stair case that buffers through a elevated garden. The stepping stones then lead the visitor to a half outdoor patio space.

## material use



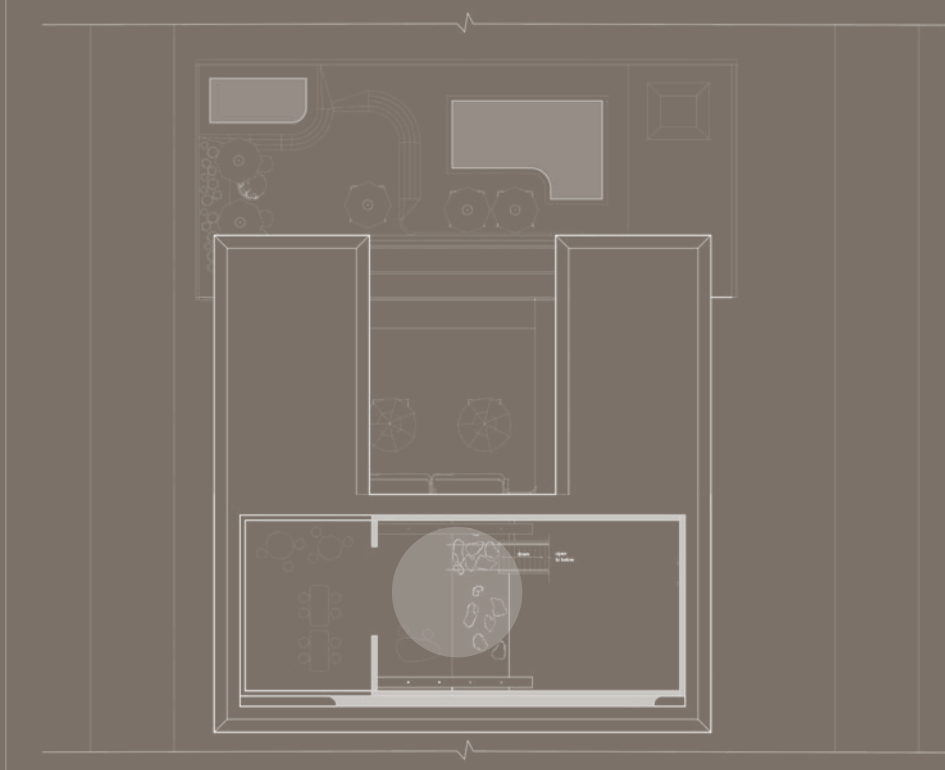
limestone

oak



flyash concrete

Powder Coated Aluminum



*sheltered by  
the rain*

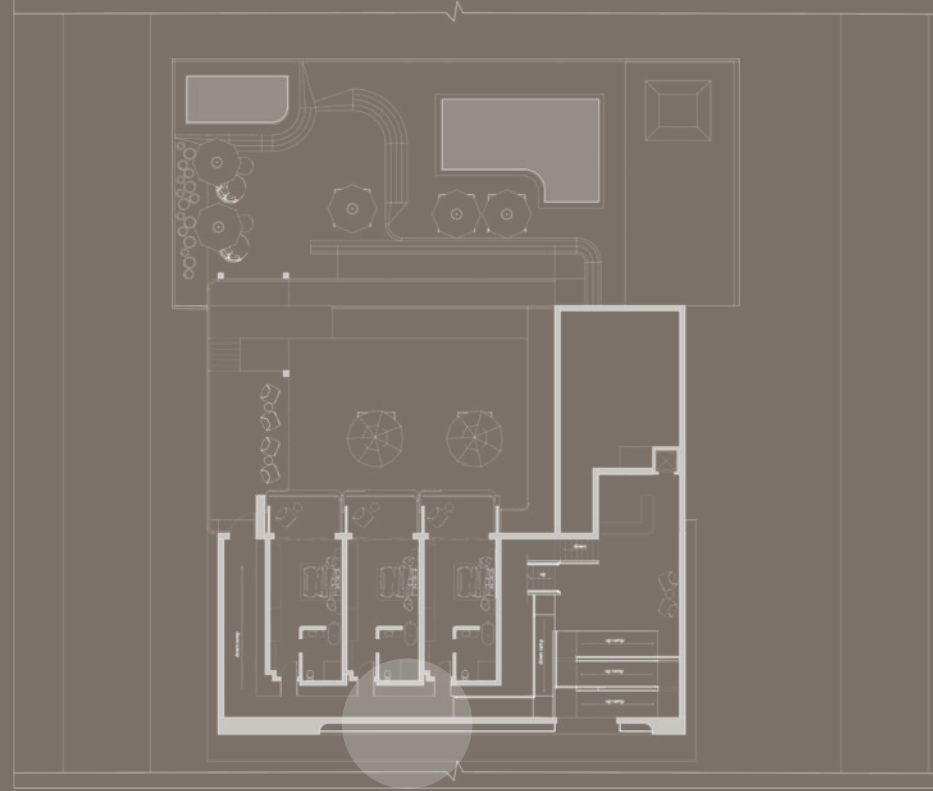




# sheltered by the rain

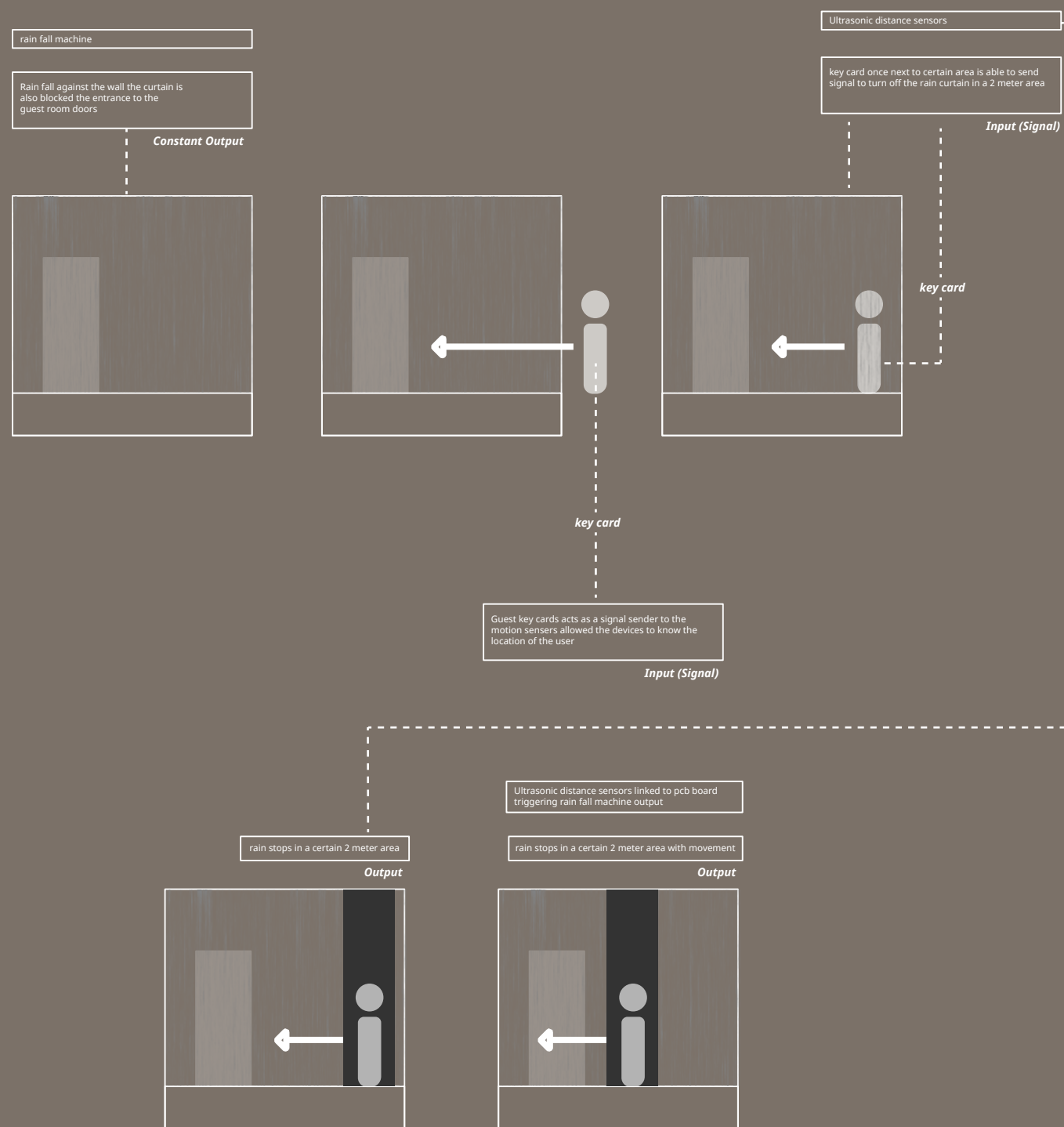
The guest rooms are located in a hallway in where a rain curtain runs against the wall and the rain stops when it detects someone with a room key. The rain effect outside a living space adds to the warmth and intimacy of the guest rooms.

## material use



# sheltered by the rain

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# *sheltered by the rain*

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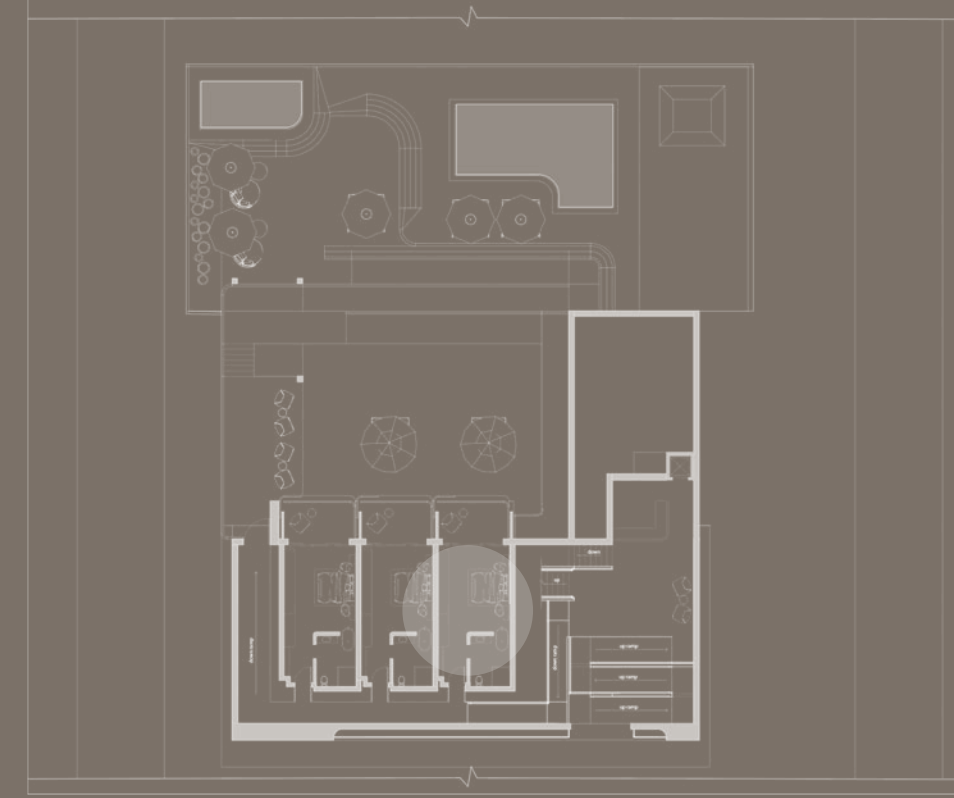
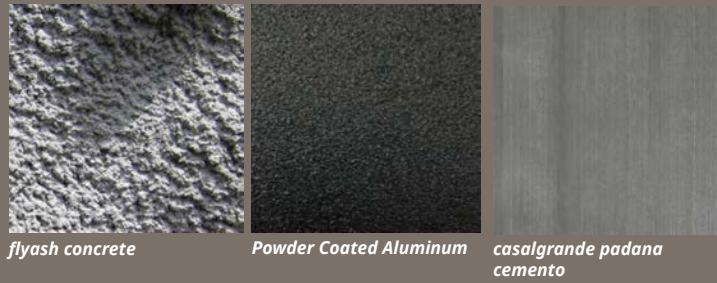
*exclusive staycation*



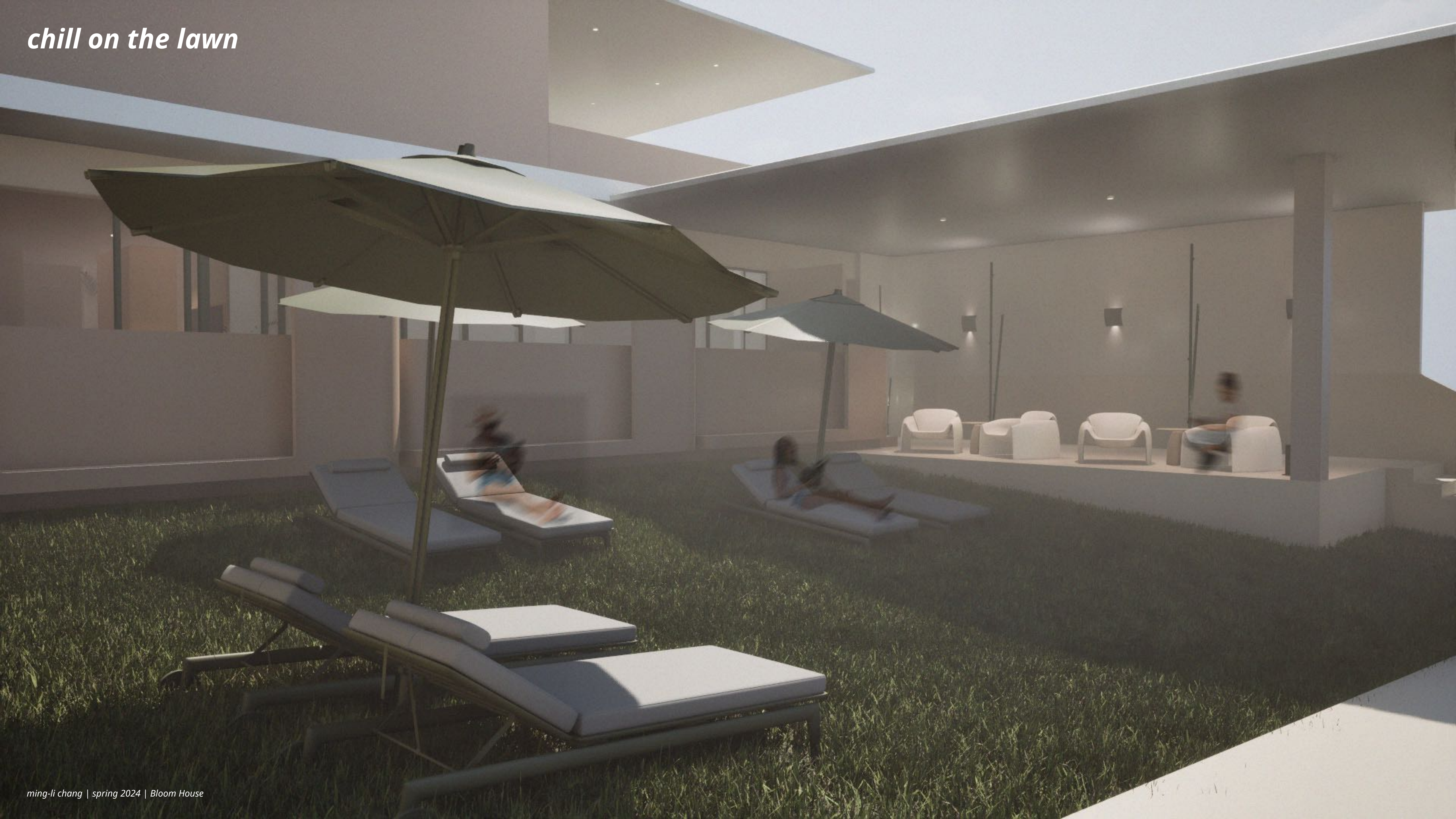
# exclusive staycation

With only three overnight rooms in the space, each of them are detailed with furniture and fixture pieces from luxury brands like Agape, Vibia, and Poliform. The rooms are connected to a patio that overlooks the outdoor lounge space with an elevated ocean view.

## material use



*chill on the lawn*



# chill on the lawn

The lawn space not only overlooks the pool area but also the ocean. The lawn is sloped with and enclosed by the wings of the building, providing an oasis of a space that feels isolated from the city ambience.

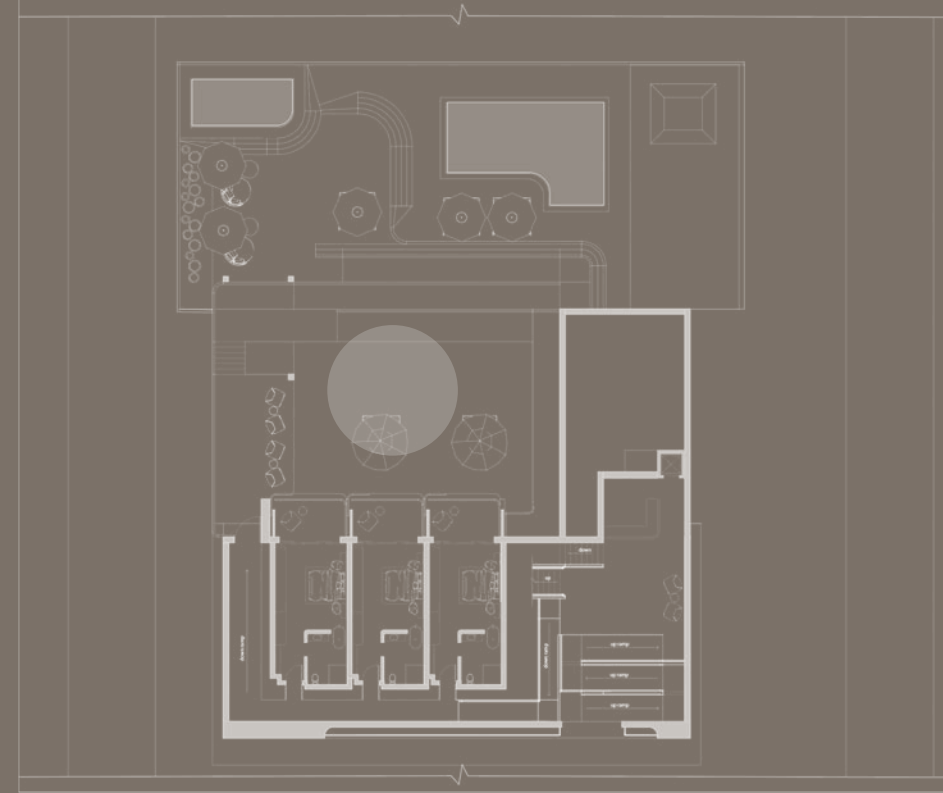
## material use



limestone white sand marble porcelain tile



flyash concrete Powder Coated Aluminum casagrande padana cemento



*venture into the spa*

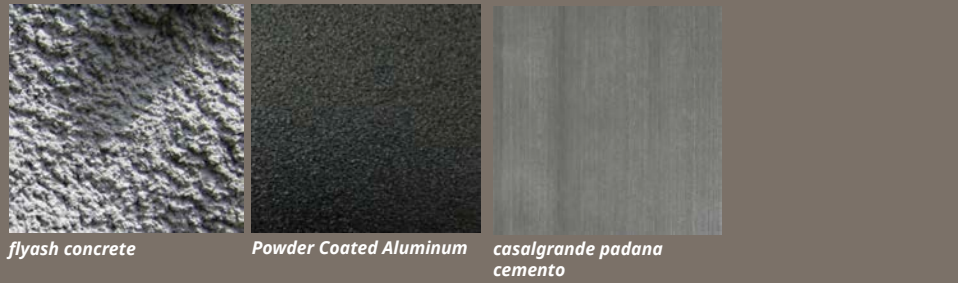
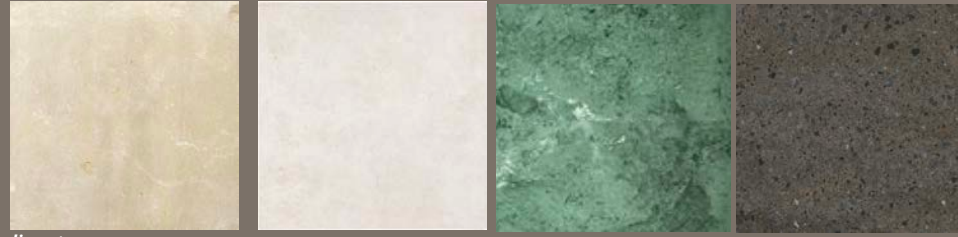




# venture into the spa

The hallway in the spa area is located in the bottom level of the right wing of the building. It is connected to the two reception areas through an elevator. The semi-underground space features two changing rooms and three treatment rooms with one being bigger for couple experiences. The experiences will be centered around different flower essence distillations. The ambient water conveys a relaxing and still mood for the general spa experience.

## material use



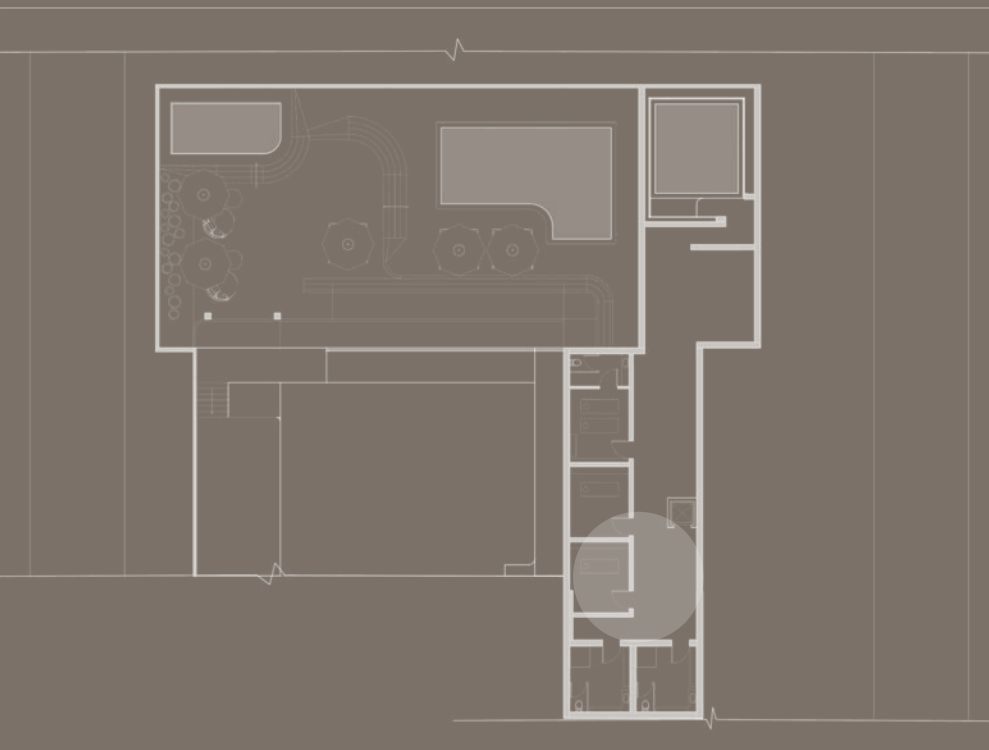
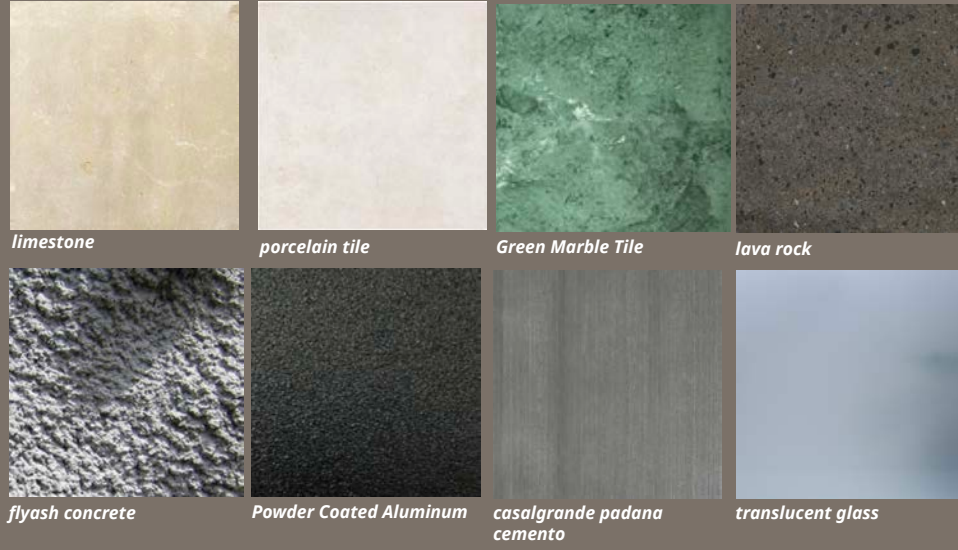
*ocean of flowers*



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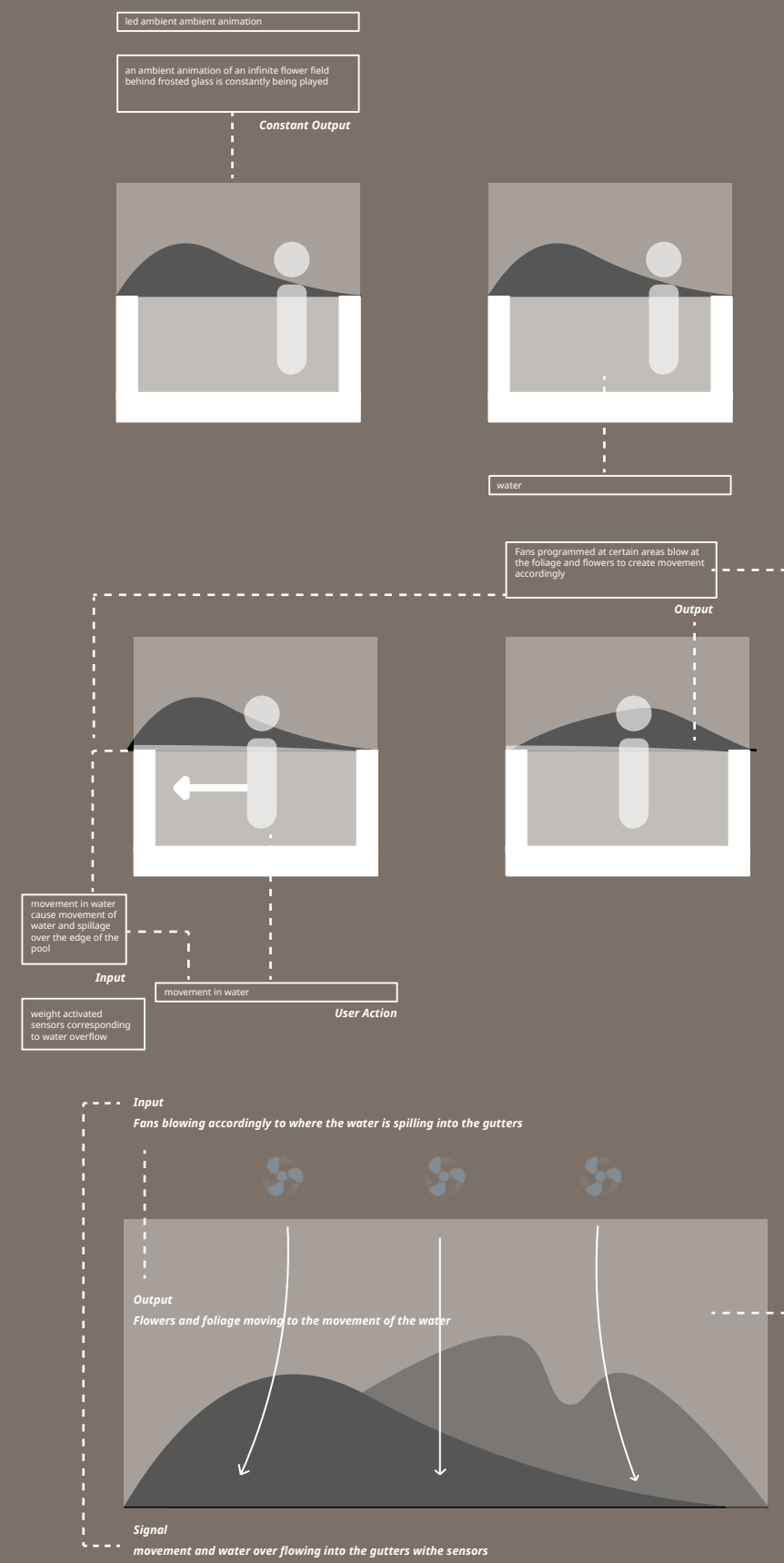
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## material use



# ocean of flowers

The exclusive and immersive indoor hot pool experience offers an analog ambient media interaction that allows the visitor to feel like they are floating along with nature and water. The elegant skylight and ambient lighting setup also creates a calming ambience for a relaxing hot spa pool experience.



*swim & relax*

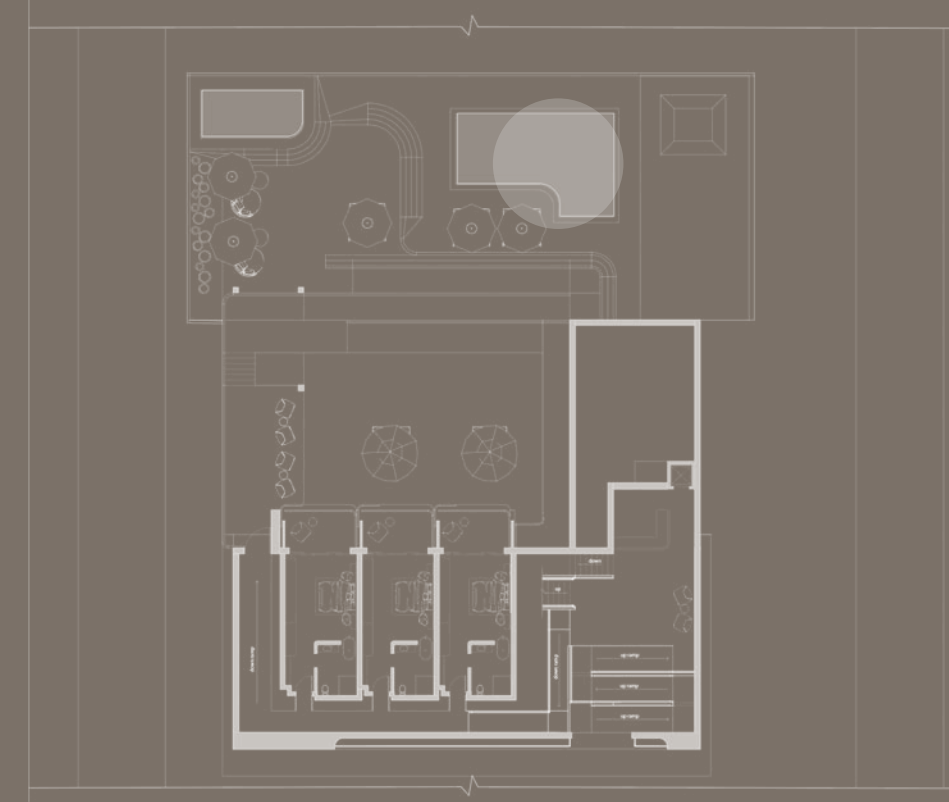


# swim & relax

At the bottom level of the space we have the two pools, one hot one cold. The vast pool area is detailed with carved limestone and morble. The colored ceramic tiles adds an accented touch to the minimalistic space.

At night the space is activated by the unique bamboo lights by Vibia, creating a captivating and nature infolded experience.

## material use

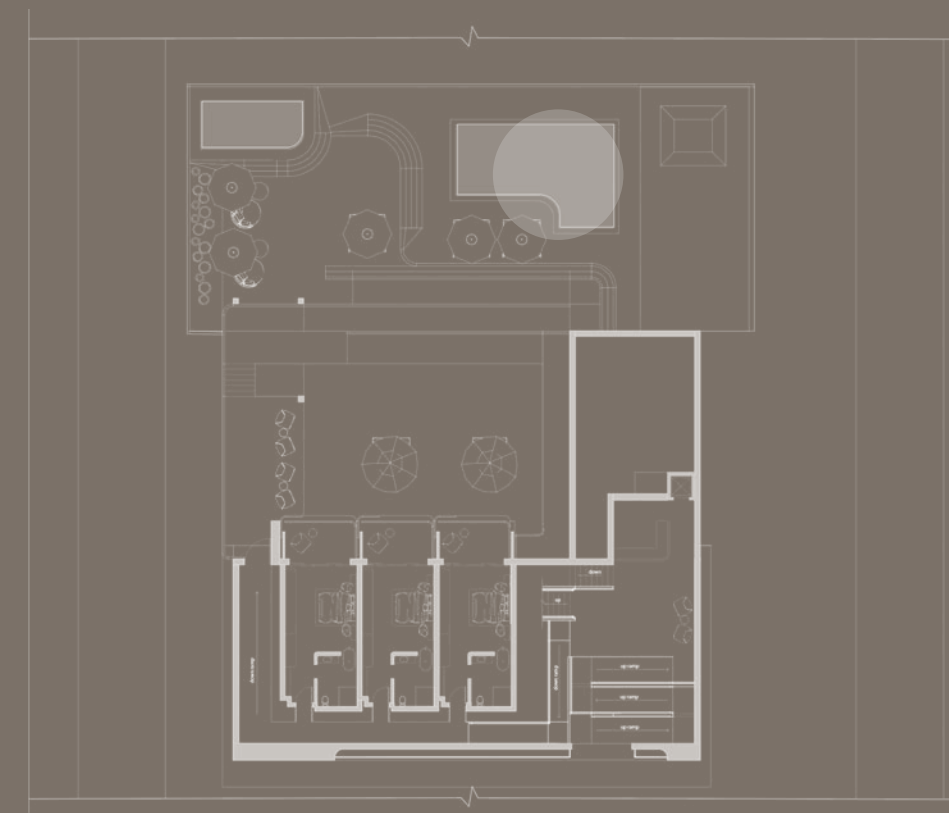


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laguna beach, CA

conceptualized by ming-li chang

spring 2024

*Thanks for visiting.*