



**PATRICK CHIN**

**PRIDE STUDIO**  
**APPLE**  
**VACATIONS**  
**@ 1 UTAMA**

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**CONTACT**

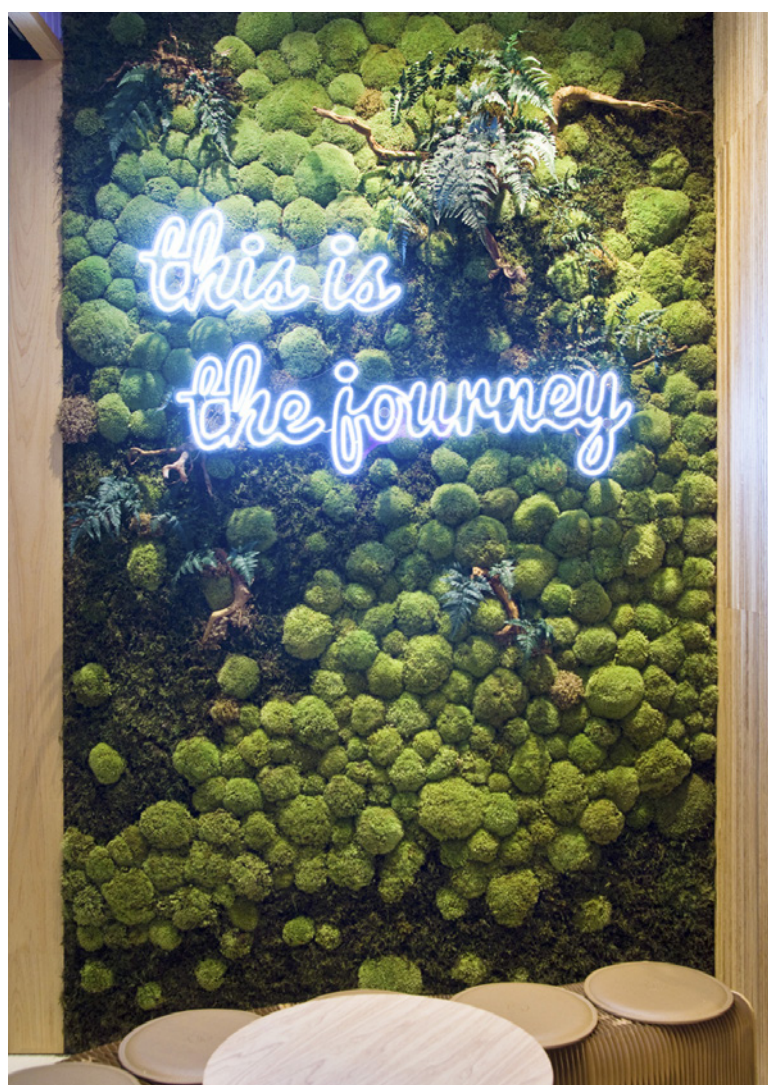
30-1, Jalan PJU 1/3D,  
Sunway Mas Commercial  
Centre, 47301 Petaling Jaya.

Tel: +603-7880 9320.

[www.pridestudio.com.my](http://www.pridestudio.com.my)







Encased within eye-catching glass panels framed in wood, travel agency Apple Vacations' first mall-based retail outlet mesmerises shoppers and visitors alike with a fresh look and a clean and minimal interior. Lush with the elaborate, well-maintained live green installations with hints of warm, wooden elements, the interior suitably resonates with the very core of the establishments' nature-based travel destinations.

Interior designer Patrick Chin of Pride Studio explains that their proposal to include more natural and green elements into the 870 sq ft 1 Utama outlet plays right into the agency's main focus: Nature-rich destinations that have become increasingly popular in recent years. "For that biophilic touch," He says, "One of the highlights of this project is the botanical installation, made of preserved plants by the entrance." This installation was the result of a collaboration with Ohsum Mosses Terrariums.

Where customer service is concerned, Apple Vacations' intention was to create a one-of-a-kind, comforting space where clients can engage the help of the professionals in complete ease. ►









**THE BALANCE BETWEEN THE TRANQUIL  
ATMOSPHERE OF WOOD, AS WELL AS GREENERY  
AND THE YOUTHFUL TOUCH OF VIBRANT NEON  
LIGHTING ENCAPSULATES THE CHIC AND MODERN  
AESTHETICS FAVOURED TODAY**









Apple Vacations identifies the need for innovative and thematic tour packages, and offers them. Available are gourmet tours, celebrity tours, and even private tours! Private mini-groups, niche markets, and celebrities seeking privacy can find all manner of travel arrangements, from customised tours to business trips.

#### ABOVE

Patrick created a bookshelf in this makeshift library and decorated it with travel books and mementoes. It runs across the back of the counter, with the ceiling designed to complement the unique curvature of the library.



Surrounded by the warmth of wood, cooling plant installations, and lighting fixtures containing live plants, clients are afforded a first-hand, immersive experience of Apple Vacations' outdoor destinations from within the comfort of the outlet. Blanketed thusly in the ease of their surrounds, customers can make their travel plans, select innovative thematic tour packages, customise their travel arrangements, and figure out other comprehensive travel services in full comfort.

According to Patrick, the space of a retail shop or a travel agency should be designed with the consideration of the customer's use of space, as well as the well-being and convenience of the staff. Hence, the outlet at 1 Utama is very much convertible, as it can be used as a small event space during promotional activities with guest speakers when the removable, customer-service counters are not in use.

Apple Vacations at 1 Utama has been in operations since August 2019. ■





**PATRICK CHIN**

**PRIDE STUDIO  
LEATHER  
AVENUE  
@ THE CURVE**

**CONTACT**

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Sunway Mas Commercial  
Centre, 47301 Petaling Jaya.

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Poised as a leading leather goods and bags retailer, Leather Avenue needs no introduction. With a wide selection of designs and types including backpacks, handbags, wallets, and luggage available, the brand's new retail store in The Curve boasts clean, modern interiors in which shoppers might peruse in peace.

The Leather Avenue name is one with a strong presence locally, with unique concept stores flaunting interiors and exteriors alike. Standing at 3,000 sq ft, the brand's new showroom La Galleria at The Curve serves as the brand's flagship store. Here, the interiors flaunt a sophisticated "high-end boutique" exterior that piques the interests of fashion-conscious shoppers, inviting them into the warm, cosy, and inviting interiors that complement the aesthetics of the products.

"Plenty of unconventional details were incorporated into the carpentry works applied to La Galleria, and communicating that to the client's contractors, and ensuring they were executed accordingly was nerve-racking at some points, but they pulled through in the end," Interior Designer Patrick Chin of Pride Studio admits.

ENCASED BEHIND INDIVIDUAL GLASS WINDOWS, LUGGAGE SETS SIT ATOP A BRASS TROLLEY, DISPLAYED AMONGST VARIOUS LEATHER PRODUCTS ON OFFER. THIS INCLUDES DIFFERENT TYPES OF LEATHER BAGS ON PEDESTALS, AS WELL AS A LEATHER GOLF BAG.

Within the stylish and yet intimate setting of the store, a unique and eye-catching display of handcrafted products draws the eye. An array of popular brands synonymous with high quality marks the shelves: Mendoza, Charles Berkeley, Esfoliar, Valentino Creations, Cerruti 1881, Coccinelle, The Bridge, and Lushberry, while proper dues are afforded of each by way of individual compartments that frame them for ease of viewing and testing.

Functional display shelves in differing designs are brilliantly used as space dividers within the store.



The designs of the display, the floors, and the shop in general vary for specific purposes. “Due to the number of brands under one roof, it is important to “demarket” the brands respectively,” Patrick shares.

The outlet exudes a rather unique, soothing and “tailored” shopping experience accentuated by the careful thoughts and minute details imparted into the design of the store; one example of such includes a mirror featuring an edgy gold frame. Complementing a set of racks and display cases, the mirror plays a crucial role for customers who want to try out bags, as well as discover their personal styles within the diverse collections.

Further speaking on the unique features of the space, Patrick goes on to explain that “Interior design has evolved. We find ourselves collaborating with people of a variety of skills, such as artisans, for unique applications and adding value to the space. By working with people from different backgrounds, not necessarily interior design, we allow ourselves to think differently and try new things. I believe the industry is breaking through conventional space design.”

Although Pride Studio has recently been engaged in designing spaces related to travel and lifestyle, the considerations taken during space planning, according to Patrick, differ when it comes to product-based shops and the service industry. As a designer who doesn’t want to be known for a particular style, Patrick admits that it is important to stay open-minded and have an understanding of the design approach of other designers.

The designer also points to travel as another important facet within his profession. “Nothing beats seeing and experiencing the real thing even though it looks great in a book or on the phone,” Patrick says. The team behind Pride Studio aren’t daunted by the idea of trying something new. In fact, every once in a while, they take on unique projects to foster a healthy approach to challenges!















**“THESE DAYS, WITH ACCESS TO A LIBRARY OF DESIGN IDEAS ONLINE, ONE CAN LOSE TRACK OF THE KEY MISSION, WHICH IS TO CREATE A UNIQUE IDENTITY. YOU MAY BE INSPIRED BY IDEAS FROM OTHERS, BUT YOU HAVE TO WORK HARDER TO MAKE IT YOUR OWN OR TO REFLECT A CLIENT’S IDENTITY, SO TO SPEAK. SO EVEN IF YOU DO FOLLOW TRENDS, YOU NEED TO KNOW ITS LIMITS AND FIND YOUR OWN NICHE,” PATRICK EXPLAINS.**