

LIFESTYLE DESIGN + ARCHITECTURE

## WHAT ARE THE MOST BEAUTIFUL AESOP STORES WE FOUND?

We have highlighted 5 of the most beautifully designed Aesop stores around the world, which combine architecture, interior design and a unique retail experience.

16.05.2026.

By Matija Pavlekovic IMAGE SOURCE: Aesop, Instagram



My favorite activity when traveling is definitely searching for **an Aesop store** . I recently had the same mission in Paris, to see an Aesop store, and I can say that this one was perhaps my favorite so far. The combination of wood, metal, and

stone looked like something I would choose for my own home, and I think that's why it appealed to me so much.

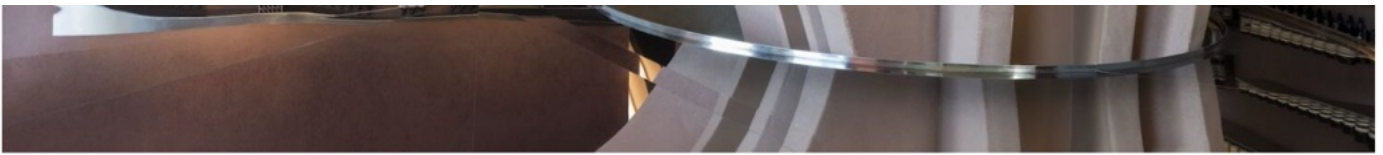
Even birds of a feather know that Aesop has some of the most beautiful stores, so we decided to explore all of their locations and single out a few addresses that impressed us the most. **Below, we bring you a list of 5 Aesop stores around the world, with the most beautiful interior designs.**

## **AESOP DUKE OF YORK SQUARE, LONDON ( SNØHETTA )**

The Aesop store in Duke of York Square in London is one of the most recognizable examples of how a retail space can be turned into an architectural experience. **The design is signed by the Norwegian studio Snøhetta, which is known for projects that combine sculpturality and functionality in a very subtle way.**

The space is organized around a central pillar from which twelve arches radiate out, defining the structure of the interior. These arches are not just a decorative element, but create the rhythm of the space and shape the way of moving through the store. Instead of a classic linear layout, the visitor moves through a series of soft transitions and smaller spatial units.





Materials are key to the atmosphere. The walls are covered in smooth plaster in warm earth tones that give the space a sense of softness and calm. **In contrast, cool stainless steel elements appear, bringing a dose of precision and reflection.** The Aesop washbasin here acts as the focal point of the experience, almost like a small ritual installation that invites you to try out the product.

In this project, Snøhetta reinterprets classic architectural forms, especially the arch, but translates them into a minimalist contemporary language. The result is a space that feels calm, yet at the same time very thoughtful and almost scenographic.

## **AESOP FRANCS BOURGEOIS, PARIS ( VALENTIN LOELLMANN )**

The Aesop store on Rue des Francs Bourgeois in Paris is located in the heart of Le Marais and is designed by Valentin Loellmann, a studio known for its use of raw

materials and an approach that emphasizes the structural logic of space.



The interior is very restrained and tactile. **Wood, metal and stone are left in their natural state without excessive processing, which gives the space a sense of authenticity and warmth.** Instead of the space dominating the products, it subtly frames them and lets them play the main role.





The design draws on the atmosphere of the Marais, known for its layered, narrow and historically rich streets. This sense of urban density is conveyed in the interior organization of the space through carefully measured transitions and a calm rhythm of movement.

The lighting is diffused and soft, further enhancing the impression of a gallery space. **Everything feels quiet and controlled, without visual noise.** The Aesop sink is integrated here very unobtrusively and functions more as a practical element than a sculptural point. This Aesop store shows how minimalism can be warm and tactile without losing sophistication.

## **AESOP CAMBRIDGE ( JAMESPLUMB )**

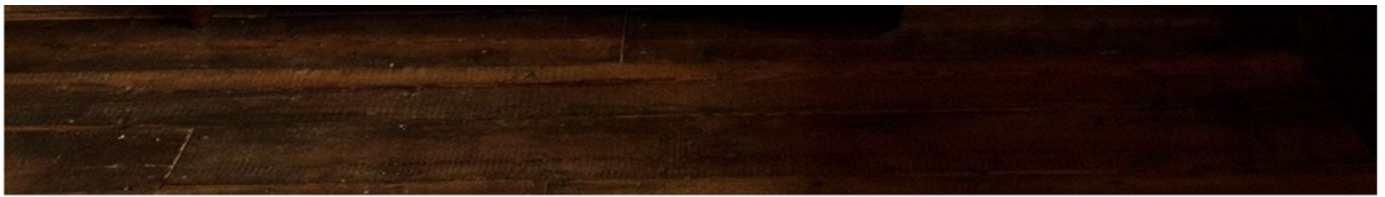
The Aesop store in Cambridge has a very calm and almost academic character.

The design was by British studio JamesPlumb, the duo behind which is Hannah Plumb and James Russell, who are known for their very thoughtful approach to space.

The interior resembles an abstract interpretation of a library or study space. Everything is organized, clear and without superfluous visual elements. Instead of an emphasized form, the emphasis is on the proportion and rhythm of the space.







The material palette is neutral and very restrained, creating a sense of calm and focus. **The space does not try to take the lead role, but rather focuses attention on the products and their presentation.** The lighting is diffused and controlled, further enhancing the impression of silence and order. The entire space feels like a carefully curated composition in which nothing is accidental.

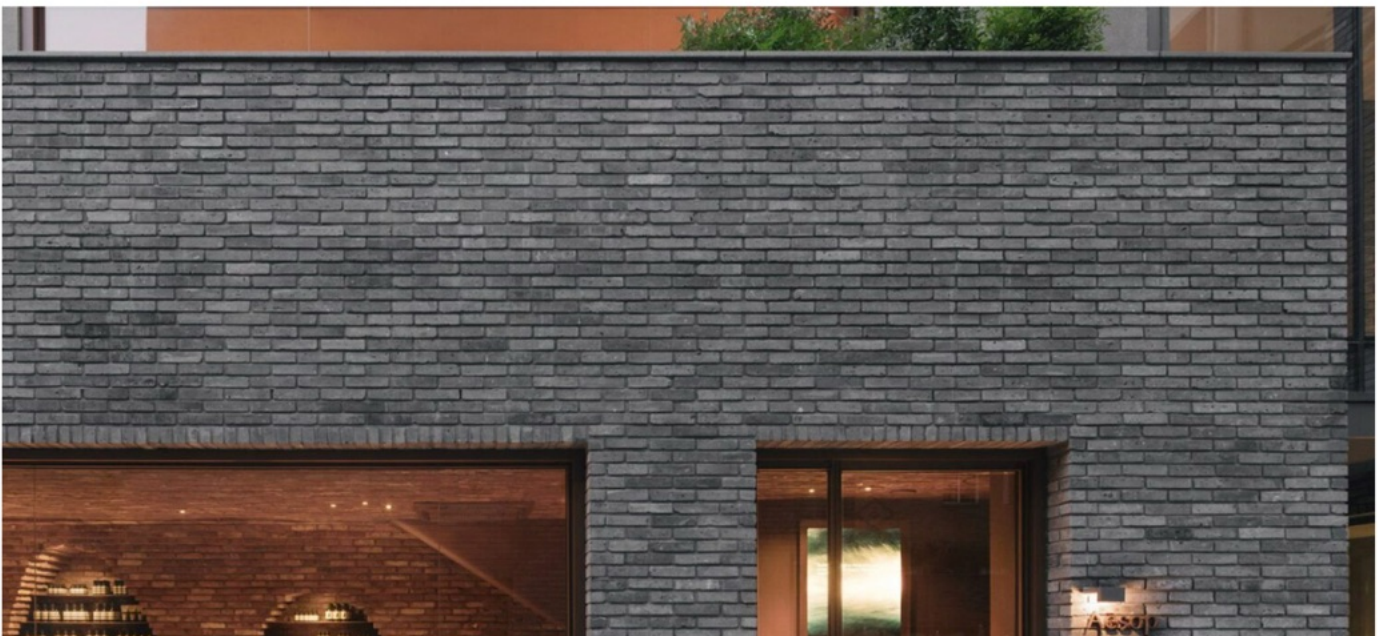


@jamesplumbstudio/Instagram

The classic Aesop sink is present, but fully integrated into the space without any overt theatricality. It acts as a natural part of the daily rhythm of the store. This location is one of the most discreet Aesop stores and it is precisely in this unobtrusiveness that its beauty lies.

**AESOP SEOUL ( MLKK STUDIO )**

The concept is inspired by traditional Korean pavilions that serve as places of rest and transition between indoor and outdoor spaces. This idea is translated into a contemporary architectural language through an open and flowing interior. **This design in Seoul is signed by Mlkk Studio and represents a very contemplative approach to retail space.**





**The space becomes porous and involved in the urban rhythm rather than opposing it.** The interior is minimal and very calm. Materials and light work together to create an atmosphere of silence and slowing down. Movement through the space is not strictly defined but fluid and intuitive.

The entire design emphasizes the experience of a break in a city that is very dynamic. The Aesop washbasin here again has a ritual function, but is completely integrated into the overall atmosphere of calm and contemplation.

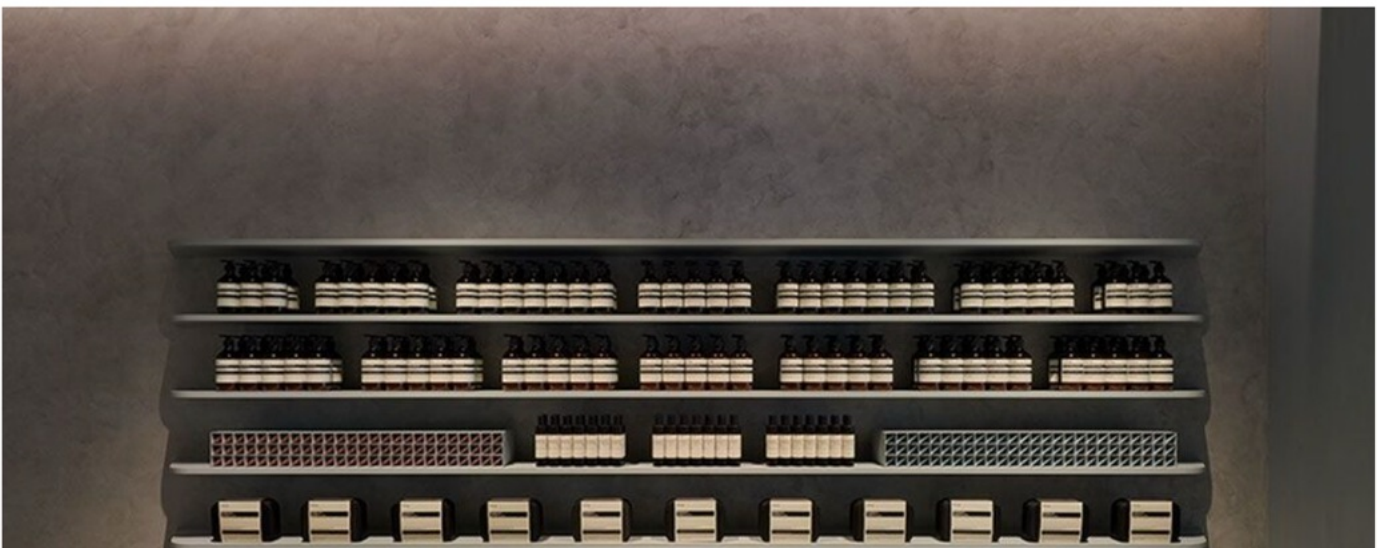
## **AESOP FASHION WALK, HONG KONG ( MLKK STUDIO )**

The Aesop store in Hong Kong's Fashion Walk bears the signature of the aforementioned Mlkk Studio, which is known for its highly tactile and spatially layered approach to design.





The space was conceived as a series of modular elements that create rhythm and dynamics within a relatively compact urban environment. **Instead of a classic sales layout, the space is developed through a series of micro-scenes that are revealed gradually.**





The materials are warm and combine wood and metal in a way that does not burden the space but makes it light and flowing. Special attention has been paid to the light that reflects through the surfaces and changes the atmosphere throughout the day. This store acts as a calm counterpoint to the urban intensity of Hong Kong and creates a sense of slowing down within a very dynamic city.



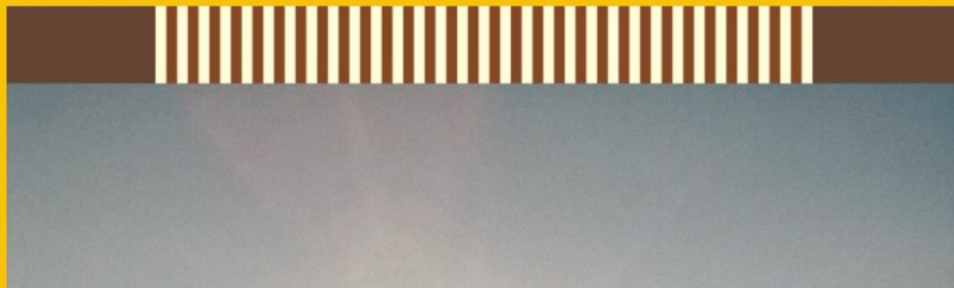
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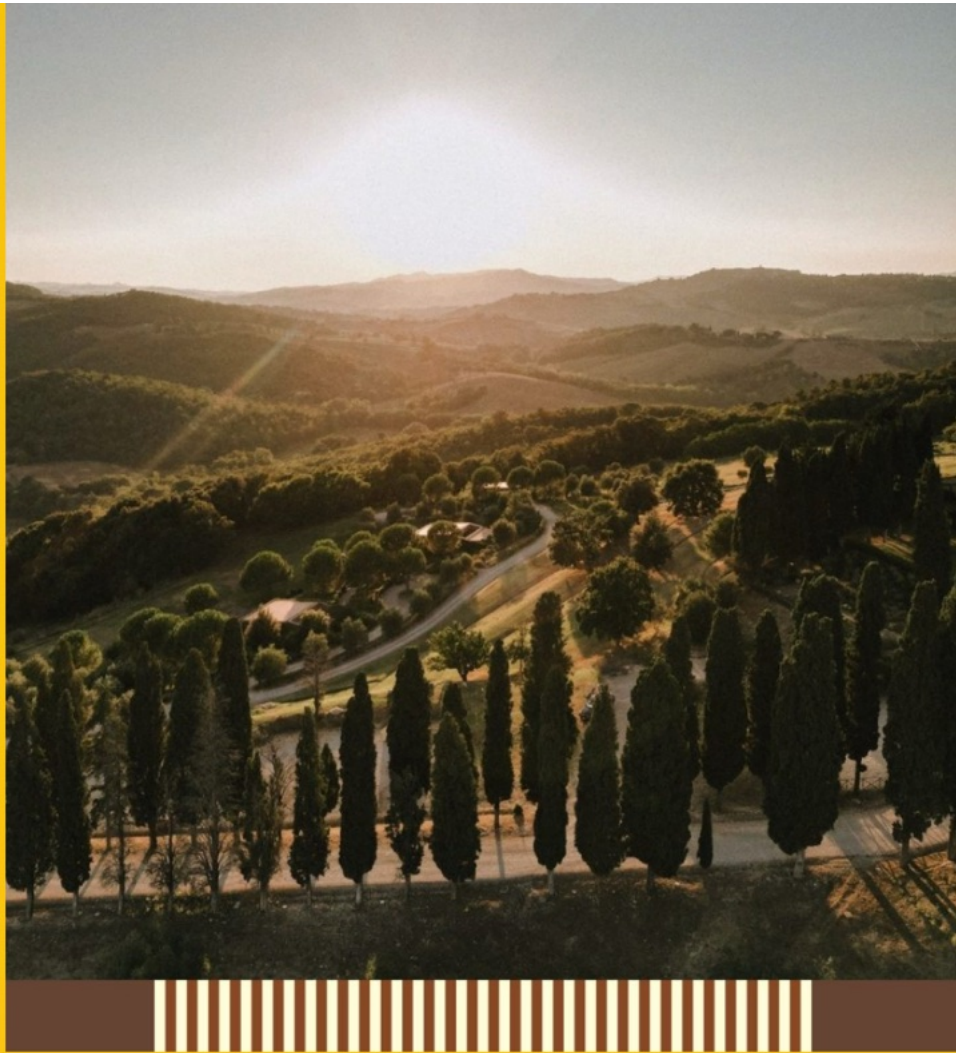
**AESOP**

**INTERIORS**

Matija Pavlekovic

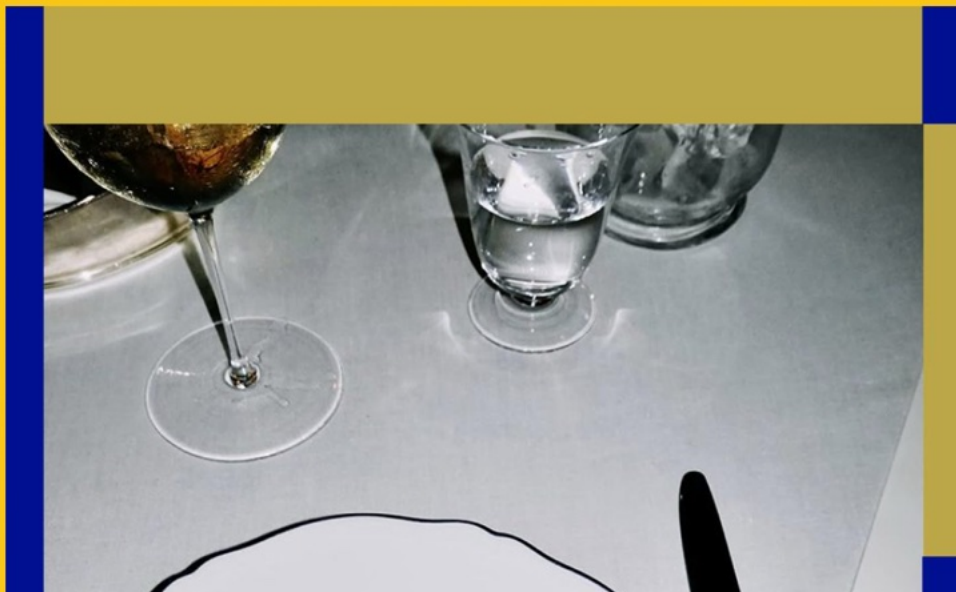
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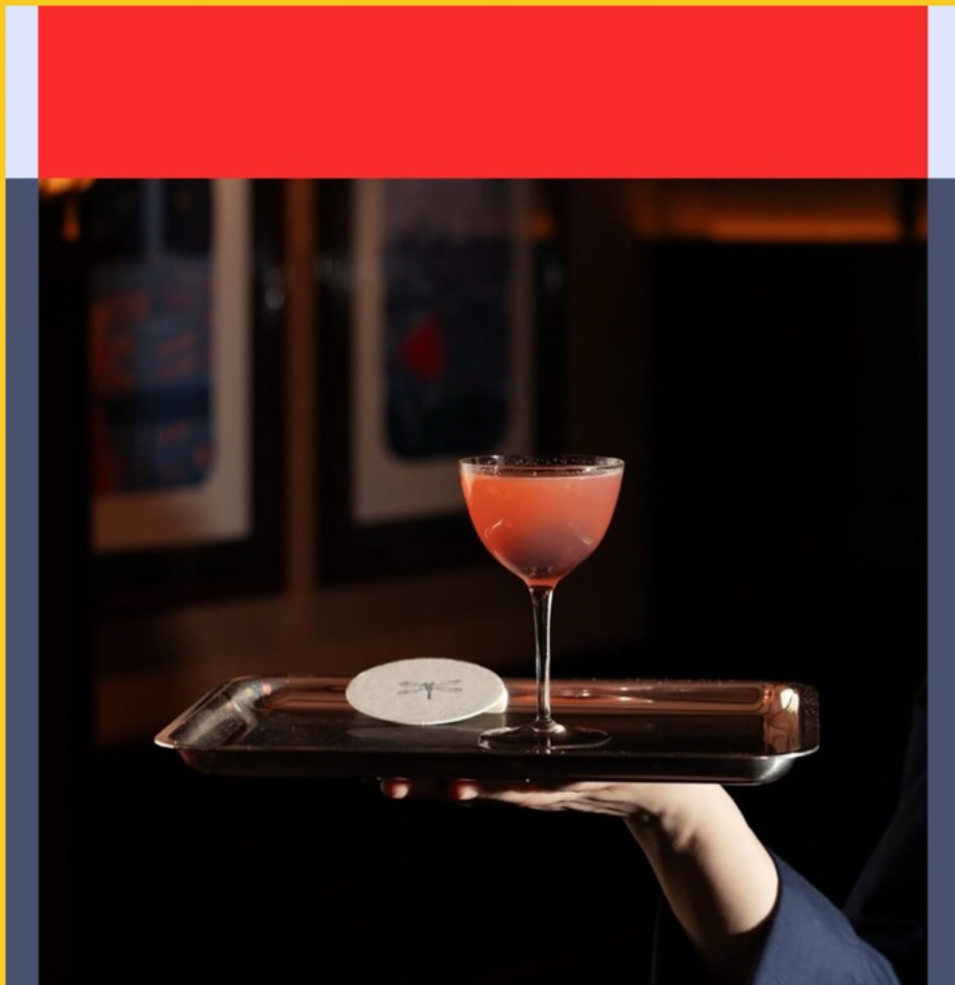
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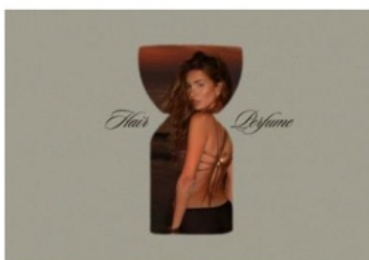
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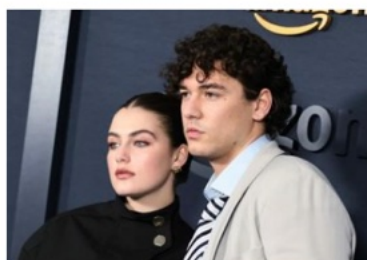
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