

MILAN REPORT
SEPTEMBER 2012

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PHILIPP PLEIN -Flagship store in Milan-**Project Overview**

The Swiss fashion house opens a new flagship store on Via della Spiga in Milan. Its second in Italy. Its thirteenth in the world.

PHILIPP PLEIN is undergoing rapid and unstoppable international expansion.

The Swiss clothing and accessories fashion house is opening a new flagship store in the "Mecca" of luxury shopping: Milan, at Via della Spiga 25. After its arrival in Italy, with the inauguration of the shop in Forte dei Marmi in 2011, PHILIPP PLEIN's decision to open in the fashion district is associated with its image as a symbol of contemporary and international luxury. The new boutique, which covers a total of 50 m², reflects PHILIPP PLEIN style in every detail. The pervasive, dynamic and luminous space is in perfect harmony with the luxurious atmosphere of the old town.

Designed by the architectural firm AquiliAlberg, it has two display windows in a sumptuous late-19th-century palazzo. The interior design combines the pure and minimalist aesthetics of the PHILIPP PLEIN Home Collection with the unconventional and alternative luxury of the collections created by the Swiss fashion house. As in all PHILIPP PLEIN stores, only the very best materials have been used. White is the dominant colour, creating a sophisticated contrast with the lava stone floors. The storage and display elements alternate lacquered finishes with chrome-plated metal and ostrich leather, creating an attractive flow of solids and voids which provide a setting for the unmistakable skull studded with Swarovski Elements CRYSTALLIZED™, enclosed in a glass showcase, an integral part of the concept in all the stores. Design and attention to detail, elegance and a rock spirit are the common theme of PHILIPP PLEIN style, which is always original, alternative and extremely contemporary, and high impact. These characteristics can be found in every expression of the designer's unlimited creativity.

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Project Details

1. Brand: PHILIPP PLEIN
2. Type of Business: Swiss fashion and accessories
3. Open date: mid september 2012
4. Location: Via della Spiga 25, Milano
5. Designer: architectural firm AquiliAlberg

Location Map



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Façade

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Internal views

BREGUET FIRST ITALIAN BOUTIQUE IN MILAN***Project Overview***

Breguet has chosen the world's famous fashion city of Milan to inaugurate its first Italian Boutique. Breguet welcomes you in a 120 square metres boutique with two floors located on the well-known Via Montenapoleone 19, in the prestigious smart district of Milan.

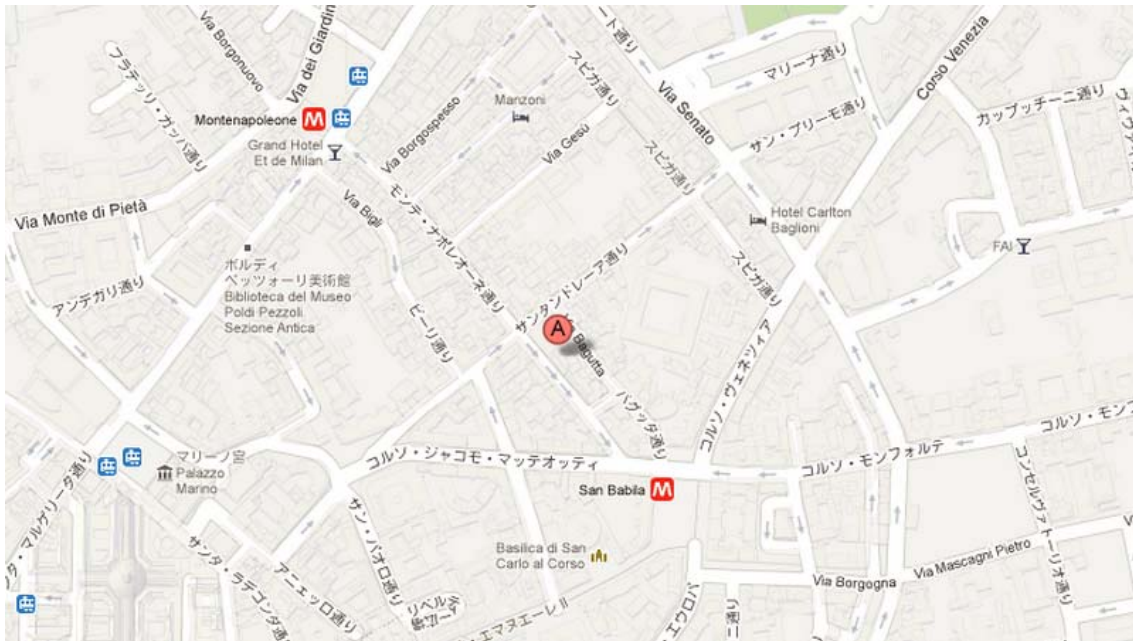
Breguet's boutique features a new design concept: elegant and refined. The dominant colour is walnut warm brown emphasized with leather fittings. Pearly glass walls recall the Breguet famous hand guilloche arabesque decorations of the "Clous de Paris" dials. The ellipses on the ceiling reproduce the oval shape of the "Reine de Naples" collection. White granite stairway walls leads to the second floor, where, visitors are invited to discover Breguet's workshops in the Vallée de Joux, through interactive films on various themes. Exploring these premises at will via a touch screen, Breguet's customers are able to admire the dexterity required by the art of guilloche work and the finesse of the chamfering, polishing and chasing operations that make each Breguet watch unique.

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Project Details

1. Brand: BREGUET
2. Type of Business: Luxury watch and accessories
3. Open date: mid July 2012
4. Location: Via Montenapoleone 25, Milano

Location Map



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Façade



Internal views

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Internal views

Harmont & Blaine

Project Overview

The new Harmont & Blaine mono-brand store is an over-500-sqm space on 3 floors with 6 shop windows in the heart of the fashion capital. The dachshund brands will arrive at the fashion district of Milan in the month of June, during the fashion week. It will host all the men, women and children's clothing collections of the brand, plus accessories. Next the new store on Corso Matteotti, confirming the central role of the city of Milan in the international fashion system, Harmont & Blaine plans to complete the purchase of an important space in which to transfer their showroom by spring. With the new flagship store in Milan, Harmont & Blaine concludes the consolidation of the brand in the Italian retail segment, which saw, among others, the spreading to 200 square meters of the mono-brand store in Palermo and the opening of 12 new Harmont & Blaine Jeans boutiques in many shopping centers of the peninsula.

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Project Details

1. Brand: *Harmont & Blaine*
2. Type of Business: *Fashion*
3. Open date: *mid may 2012*
4. Location: *Corso Matteotti 5, Milan*

Location Map



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Façade & Showcase

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Internal views