

MILAN REPORT
DECEMBER 2012

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ELISABETTA FRANCHI CELYN B.

Project Overview

From Bologna with fury it arrived the fashion concept store of designer Elisabetta Franchi in the quadrangle of Milan, the perfect location for a contemporary idea of luxury living and lifestyle. Milan is preparing for a new challenge.

The concept store has an International modern and charming appeal, as the bright and impressive windows display the Elisabetta Franchi S/S13 collection for the boutique opening occasion.

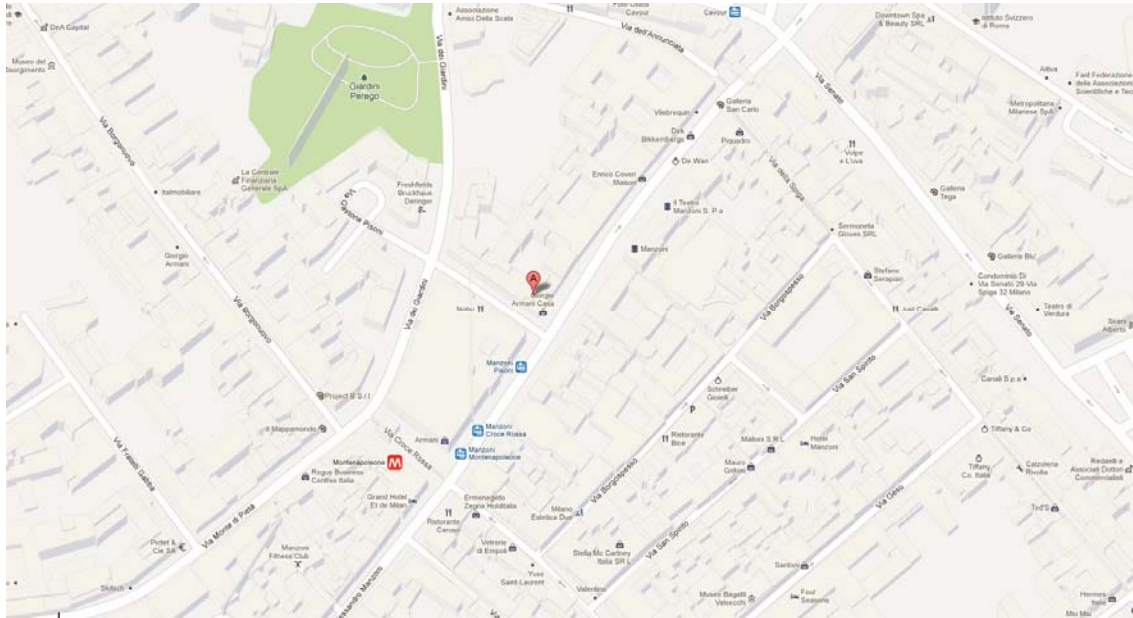
Spread over two floors, the refined store design reflects and mirrors the beauty of an *ultra chic woman*. White roses and soft home feeling carpeting render a perfect sophisticated ambience appeal.

Project Details

1. *Brand: Elisabetta Franchi Celyn B.*
2. *Type of Business: Fashion clothes and accessories*
3. *Open Date: 5 December 2012*
4. *Location: Via Manzoni 37, Milan*
5. *Target Customer: Chic woman*
6. *Store Concept: Luxury living and lifestyle*
7. *Size: 168 sqm on two levels*
8. *Architect: Alfredo Mattesini*

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Location Map



Via Manzoni, 37 / 20121 - Milan

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Internal view



Windows view

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Internal view



Internal view

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Internal view



Street view

NONOSTANTE MARRAS***Project Overview***

“Nonostantemarras” is a corner of Milan with a very relaxed, enveloping, soft and thoughtful atmosphere. A library, a coffee shop, a boutique...While the nice coffee aroma and tea is poured around, talk, chat, looking for ideas, inspiration, we make plans, meet artists, writers, poets, you think, as in the lively discussions of “Mardi de la rue de Rome” or in the “jeudis de Médan.”

“Nonostantemarras” opens unexpectedly in Milan almost peripheral, behind facades that look the same and anonymous. You can cross it after the good things already rejected, textiles, bags, brushes, buttons, ribbons, Sardinian rugs, armchairs English, large and small tables, photographs of artists, paintings mirrors, lamps, cabinets, chairs, an old pub, dancing clothes, dummies that try to attract attention, glass bottles transformed into vessels, fragments of poetic phrases.

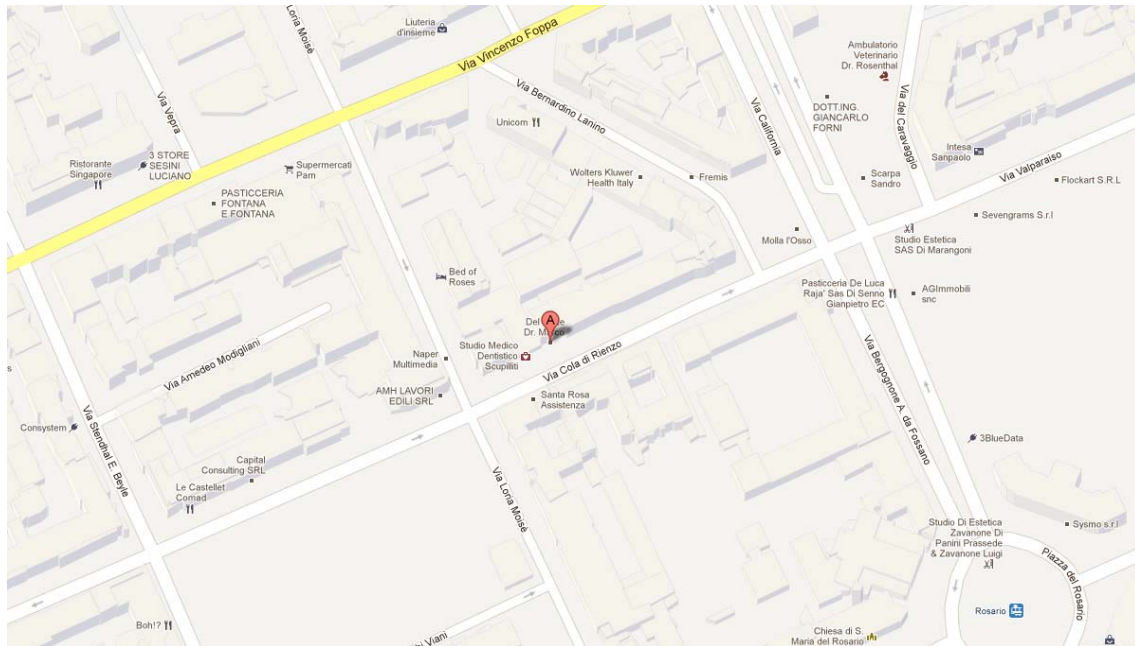
Here, in an organized disorder, in a harmonious disharmony, aromas, colors and flowers meet and mingle, creating a unity that surprises and wraps. It is a simple and sophisticated space, welcoming as a home, that comes to life in a dismantled garage. Bright windows overlooking a courtyard with a large olive tree, the walls are clear, the furnishing of recovery, but there is no confusion, indeed everything, display cases, showcases, furniture, stools, chairs, seems born to find this location, to get back this way again.

Project Details

1. *Brand: Antonio Marras*
2. *Type of Business: Concept Store*
3. *Open Date: Beginning of October*
4. *Location: Via Cola di Rienzo, 8 Milan*
5. *Target Customer: Artists and designers*
6. *Store Concept: Cultural sharing*
7. *Size: 465 sqm of indoor and outdoor living*
8. *Designer: Antonio Marras*

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Location Map



Via Cola Di Rienzo, 8 / 20144 - Milan

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Internal view



Internal view

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Detail view



Internal view

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Detail view



Internal view

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Outdoor view



Outdoor view

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RED VALENTINO

Project Overview

A space thought to amaze, to make shopping a dreamy and fairy-tale experience. Here is the concept behind the new REDValentino store.

The boutique includes three rooms: the warm and antique taste of an old house contrasts with edges of lights of modern taste, with the led lights that enhance the white capitonné and with some metallic elements.

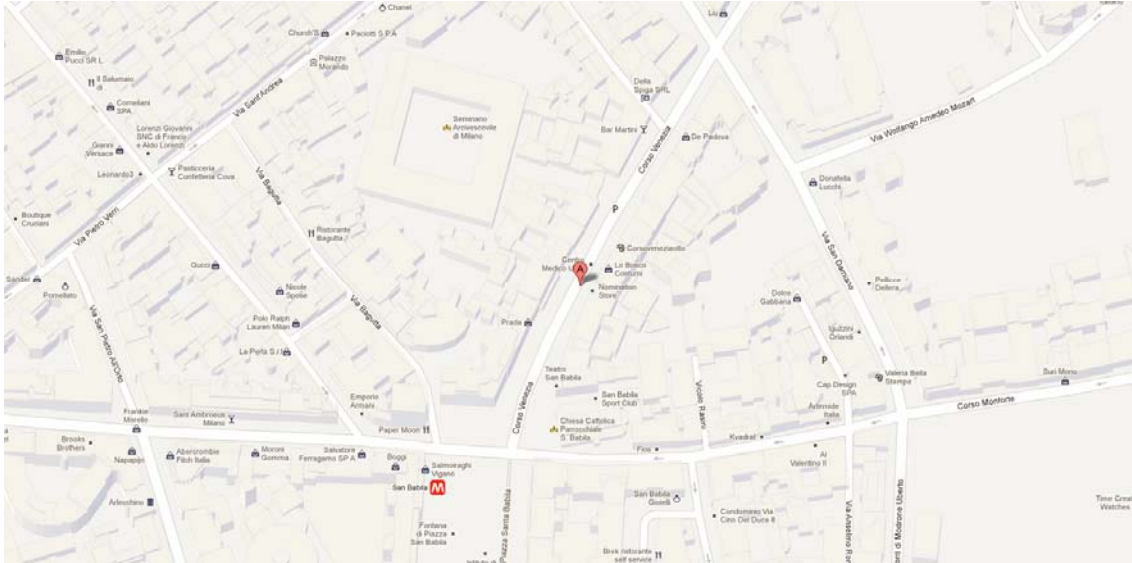
Every room has been conceived as if it was a fairy tale chapter: in the wardrobe of the first room there is a secret garden; the trompe l'oeil of the third room wraps the onlookers in an impalpable setting.

Project Details

1. *Brand: REDValentino*
2. *Type of Business: Fashion clothes and accessories*
3. *Open Date: 30 November 2012*
4. *Location: Corso Venezia, 6 Milan*
5. *Target Customer: Woman*
6. *Store Concept: A surrealist word*
7. *Size: 175 sqm*
8. *Creative team: Maria Grazia Chiuri and Pier Paolo Piccioli*

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Location Map



Corso Venezia, 6 / 20121 – Milan

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Internal view



Internal view

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Internal view – secret garden



Window view



Detail view

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Internal view