

MILANO REPORT

JUNE 2014

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1. Stuart Weitzman Flagship Store

Project Overview

The 3,000-square-foot Milan flagship store is a playful dialogue of geometries; creating a rhythm of folds and recesses that have been shaped further by functional and ergonomic considerations. The store's central display units have been designed to showcase the Stuart Weitzman collection and also provide seating. The juxtaposition of these distinct elements of the design defines the different areas of the store. Rooted in a palette of subtle monochromatic shades, the design creates an interior landscape of discovery centered on two separate zones to enhance the relationship between the customer and the collection.

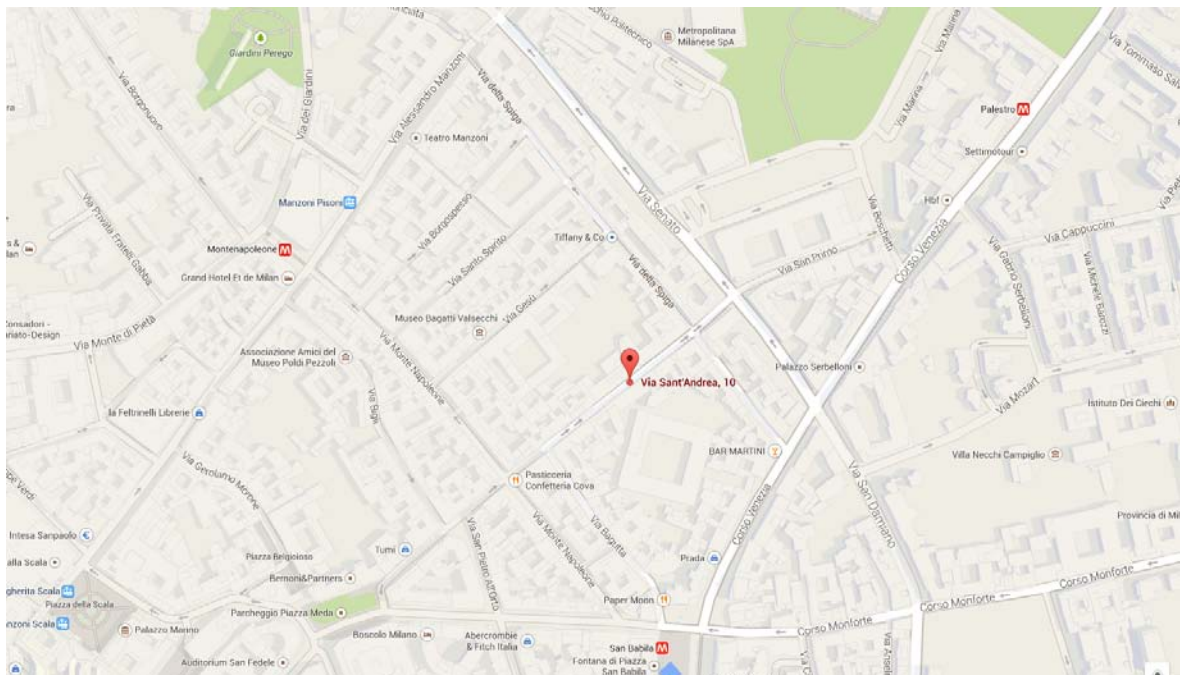
An intricate combination of materials and construction technologies defines the spatial experience. The curved modular seating and freestanding display elements have been constructed from fiberglass dipped in rose gold – a technique similar to that used in boat manufacturing. Also, the glass-reinforced concrete of the store's walls and ceiling expresses solidity whilst at the same time the precision of complex curvatures generate focal points and areas for display.

Enabling the design to establish unique relationships within each worldwide location; yet also enable every store to be recognized as a Stuart Weitzman space. Additional flagship stores by Zaha Hadid Architects are planned over the next few years and will be strategically located around the globe

Project Details

1. Brand: Stuart Weitzman
2. Type of Business: Shoes store
3. Open Date: 13/09/2013
4. Location: Via Sant'Andrea , Milan

Location Map









2. Benetton Concept Store

Project Overview

“On Canvas” is the new concept store from United Colors of Benetton, which kicked off last 15 April in Milan’s Duomo Square. This format has already been adopted by the stores in Florence and Verona, as well as crossing international boundaries into the French store in Nice, for a complete restyling of the way we shop..

This one-of-a-kind project unites both Italian style and design following an innovative philosophy. The store is a tribute to the loom, which represents tradition and craftsmanship in the workplace, while at the same time crafting materials and items for the world to see. A homage to knitwear and to color, the two forces of United Colors of Benetton, but with eyes set on the future: a technological and digitally-driven world.

This restyling project preserves and accentuates the architectural elements of the classic shop’s structure. Steel capitals act as the supporting axis on which the overlying structure is loaded, while sliding panels redefine the shop’s corners.

The corners dedicated to the latest trends, the color room, devoted to knitwear and its vast colour options, and the mix of tablets and monitors provide visitors with a new and dynamic shopping experience that stimulates the sense like no other. At every corner, short video clips display the trends, with personalized programming. Using iPad minis, you can access our online shop to purchase any kind of product or check availability on stock.]

Project Details

1. Brand: Benetton concept store
2. Type of Business: fashion
3. Open Date: 18/04/2014
4. Location: Piazza Duomo, Milano

Location Map

