

MILANO REPORT

AUGUST 2014

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1. PHILIPP PLEIN FLAGSHIP STORE

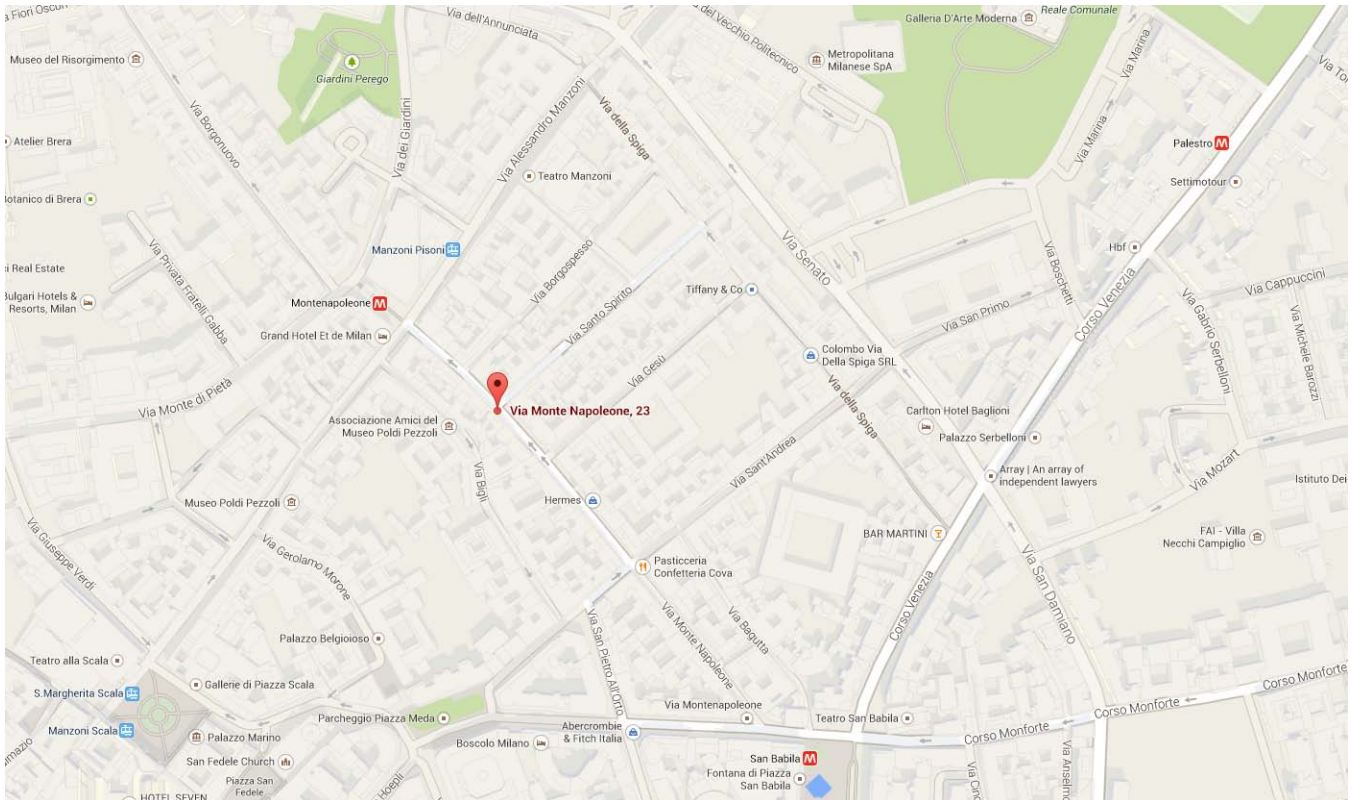
Project Overview

After the great success of his first boutique in Via Della Spiga 25, Philipp Plein is proud to announce the opening of his second flagship store in Milan, in via Montenapoleone 23, one of the most iconic fashionable shopping streets. PHILIPP PLEIN founded his eponymous brand interpreting a new contemporary luxury lifestyle for men's, women's and children's clothing and accessories. Covering 150 square meters, the boutique has been carefully designed and conceived by Philipp Plein together with the Milanese architectural firm AquiliAlberg and unveils a new concept for the brand, refined yet impactful. Massive blocks of marble with steel finishing, contrasting areas of light and shadow, selected materials and attention to every detail create a unique shopping experience. The products are displayed like authentic pieces of art. PHILIPP PLEIN's hexagonal logo along with black and white marble are the signature elements of this store, recurring on walls, ceilings and display cases. The new black version of the iconic skull studded with CRYSTALLIZED™ - Swarovski Elements is unveiled and reigns in the center of the store while Murano glass chandeliers in dark grey give off a ravishing fume' effect. The new store is a dedicated space for women's and children's collections including accessories, shoes, bags and jewelry, while the boutique in Via della Spiga will be destined exclusively to the menswear collections. The designer states: "Italy is the country where I produce my designs and Milan is the city where I present my collections during the fashion weeks. Here I opened my first showroom in 2009, followed by Hong Kong in 2012 and New York in 2013. In these few years the brand has grown incessantly becoming global and distributed in more than 64 countries. I am both proud and thrilled to open on this renowned street, and I decided to create a true work of art for this special flagship, a tribute to a city that has contributed so much to my success."

Project Details

1. Brand: Philipp Plein
2. Type of Business: Man Fashion
3. Open Date: 06/14
4. Location: Via Montenapoleone 23, 20100 Milano
5. Size: 150 sq m
6. Art Direction: Philipp Plein, in cooperation with AquiliAlberg

Location Map



(facade view)



(internal view)



(internal view)

2. DOLCE & GABBANA SARTORIA

Project Overview

Dolce&Gabbana has expanded its famous menswear store located on Corso Venezia 15 and inaugurated its first atelier for bespoke clothes.

The new space, which is housed in the same 16th century neoclassical palazzo that has been home to the men's collections for years, is the result of a detailed and very meticulous restoration project of all the remaining rooms. The atelier opens onto a typical Milanese courtyard that was once the home of several artisan shops. Today one can still feel such an atmosphere which is further emphasized by a genuine Sicilian garden.

Celebrating male vanity, the rooms are the ideal place where the modern man can satisfy all his desires in terms of style. The floors are an alternation of five different types of marble with parquet floors in typical 19th century fashion. Various design pieces chosen for their uniqueness decorate the rooms. A one-of-a-kind bookcase designed by Gio' Ponti for a luxurious hotel in Saint Tropez, a table by Ignazio Gardella, and chairs by Gio' Ponti for Reguitti adorn the room at the entrance. A masterpiece by Ercole Barovier illuminates the space.

In the adjacent room is a unique piece: a majestic Palmengarten chandelier with 140 light bulbs arranged in a radial pattern reminiscent of the palms in the outdoor garden.

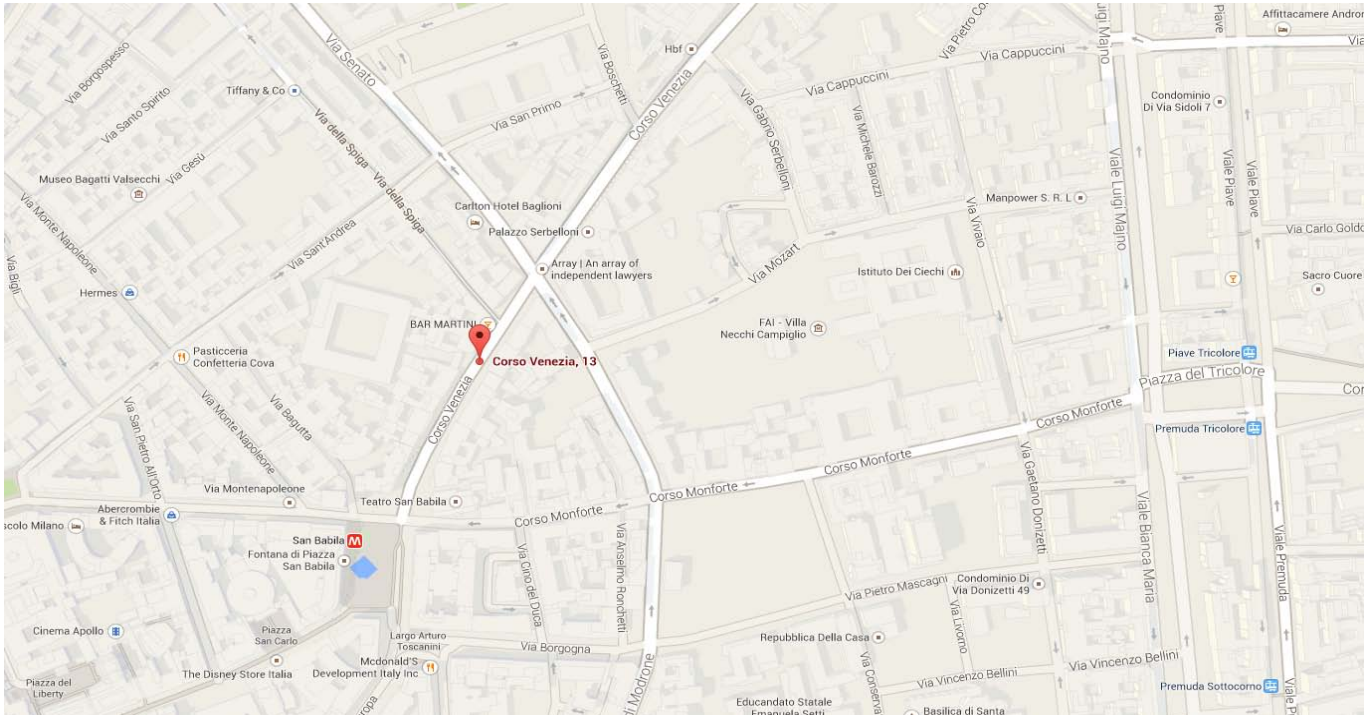
Other rooms have works by Gio' Ponti: some were designed for Nino Zoncada and installed on luxury cruise liners, such as the recessed ceiling fixtures that sailed the seas before landing in Milan. Several are from the Augustus cruise ship, while others come from the Conte Biancamano transatlantic ocean liner.

The talented expert tailors who work in these rooms can satisfy the needs of the discerning customer, gratifying his almost hedonistic pleasure of owning a custom-tailored bespoke suit and making his stylish dream come true.

Project Details

1. Brand: Dolce & Gabbana
2. Type of Business: Man Fashion
3. Open Date: 07/14
4. Location: Corso Venezia 13, 20100 Milano
5. Size: -
6. Art Direction: Dolce & Gabbana store planning

Location Map



(internal view)



(internal view)



(internal view)



(internal view)



(internal view)