

Milano Report

February 2018

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1. Hogan

Project Overview

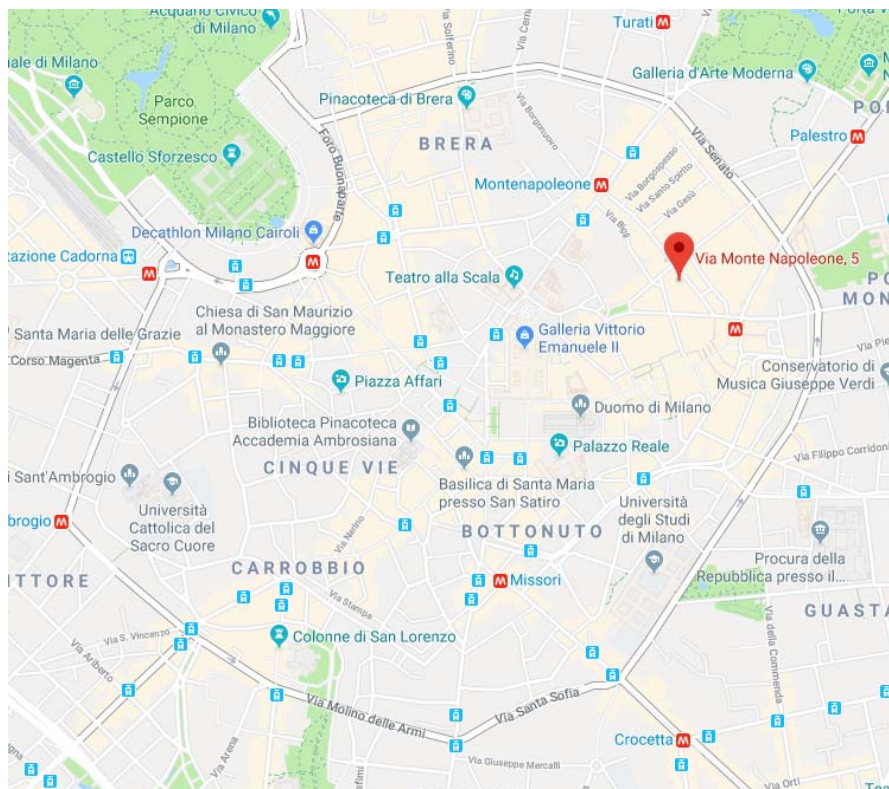
Opens in Milan, in the heart of the Fashion district, the new Hogan store, that tests the new concept created by English architect firm Checkland Kindleysides. Beyond the threshold and the spacious vitrines, everyday materials are combined with prestigious ones, creating a refined balance of contrasts: wood and brass, plaster and natural stone, glass and velvet. Solidity and movement are the real protagonists, in a celebration of abstractionism and futurism. Light also plays an important role as it is designed to enhance the context and create movement through the space.

Hogan footwear versatility is reflected in the ductility of the Store, adaptable to every occasion thanks to a modern system for space definition.

Project Details

1. Brand: Hogan
2. Type of Business: Luxury fashion
3. Open Date: 20/01/2018
4. Location: Via Montenapoleone, 5, 20121 Milano MI
5. Size: 120 sqm .ca
6. Interior Designer/Architect: Checkland Kindleysides

Location Map









2. Dsquared2

Project Overview

Dsquared2 reopens its first global brand flagship in Milan for the latest woman's fashion week 2018, continuing the long standing relationship with the Italian architectural firm storageassociati. They present a new concept for the brand. The entrance is configured as a large hall of a building where the inspiration is completely Milanese; from the historical architecture to the choice of materials used with a contemporary reinterpretation provided with shapes and geometries that blend together harmoniously. The areas of the space are defined in terms of colors and fabrics, each room is unique and completely cut out in different moods where marbles, green tiles, carpets, cements and raw materials. All the furniture and fixtures of the boutique have been custom-made, from seats to lamps, each individually designed; from marble tables to furniture that recall an aesthetic of the past but reinterpreted through proportions and materials in a contemporary way.

Project Details

1. Brand: Dsquared2
2. Type of Business: Fashion
3. Open Date: 09/02/2018
4. Location: Via Pietro Verri, 4, 20121 Milano MI
5. Size: 450 sqm
6. Interior Designer/Architect/Artist: Storageassociati

Location Map

