

Milan Report

December 2019

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1. Champion Premium Store

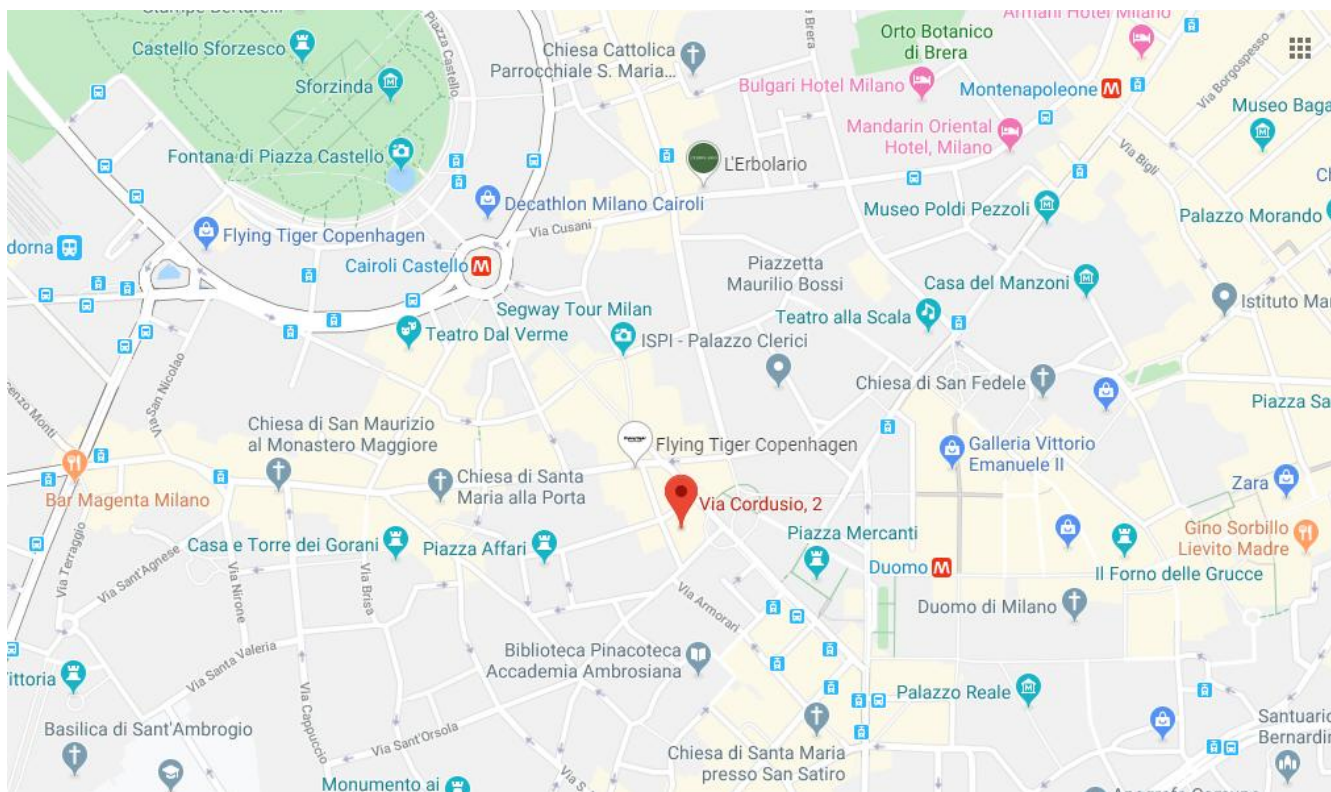
Project Overview

Champion is, born in 1919 in Rochester, in the State of New York. Celebrate the 100th anniversary, the brand has opened the first Champion Premium store in Italy in Via Cordusio in Milan and covers 150 sqm. An Italian architectural firm, d + d group has designed, following the international concept of the brand stores in Amsterdam and London. Furthermore, compared to European stores, this store has introduced a new element that simultaneously characterizes the interior space and the windows: a luminous "exoskeleton" which, by means of a player connected to an rgb control unit, allows obtaining chromatic variations characterizing the product displayed in the showcase and at the same time it becomes the shop's luminous countertop. Not only the sales space but also two fitting rooms have been designed with the brand spirit.

Project Details

1. Brand: Champion
2. Type of Business: Fashion
3. Open Date: September 2019
4. Location: Piazza Cordusio 2, Milano
5. Size: 150 sqm
6. Interior design: d+d group

Location Map











2. Oliver Peoples

Project Overview

Oliver Peoples, the luxury eyewear brand based in Los Angeles, inaugurated a new boutique in Milan. It's developed on 100 square meters. Every detail in the store has been designed with the utmost care with a Milanese touch. The Brand's Creative Director, Giampiero Tagliaferri, tells "I really wanted this space to be lived as a private home. So when you enter, on the right is the dining area and on the left is the living room with bookshelves. Behind there is a private area, as if it were one study with desk I designed furniture and containers for glasses inspired by the design of the Milanese houses of the 50s and 60s with references to Franco Albini, Gio Ponti and Caccia Dominioni - which have made the city the center of creativity since that time. Everything has been designed for this space and thinking about glasses. The volumes and proportions are born from here - the balance between showing the product but not overexposing it was my focus, which is also the principle we apply to the creation of our own glasses. "

Project Details

1. Brand: Oliver Peoples
2. Type of Business: Eyewear Fashion
3. Open Date: November 2019
4. Location: Corso Venezia, 12 Milano
5. Size: 100 sqm
6. Creative Director: Giampiero Tagliaferri

Location Map

