

Milan Report

February 2020

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1. Collini Milano 1937

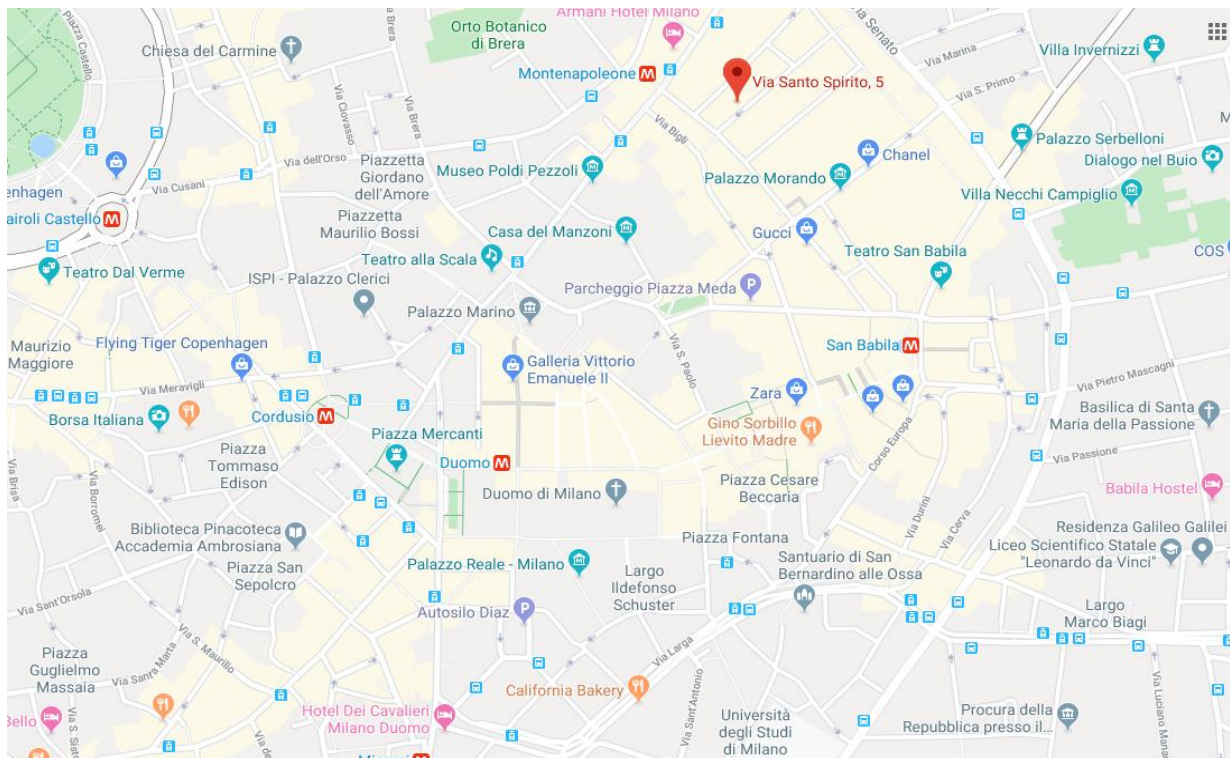
Project Overview

Collini, the historic Milanese fur brand opened its first flagship. The maison founded in 1937 by an Italian couturier family and has taken over in 2016 by the entrepreneur Carmine Rotondaro who has 15 years of experience within the Kering group. And the boutique is under the guidance of CEO, Carmine Rotondaro. The location was conceived as an experimental space to events and shares their vision with customers. Developed on two levels for a total area of 110 square meters, the space blends rock'n'roll glamor with a modernist and extravagant aesthetic. The eclectic and industrial furniture was designed by the brand art director Biagio Vinella to give personality to the shop through brutalist walls with built-in metal shelves, seats in golden foil and red hand-shaped hooks. On the second floor of the sales space, however, a boudoir-style room is embellished with a red carpet illuminated by 350 bulbs perfectly aligned on the ceiling. The contrasting finishes and reflective surfaces referring to the brand's gender-fluid identity create surprising effects of light and shadow.

Project Details

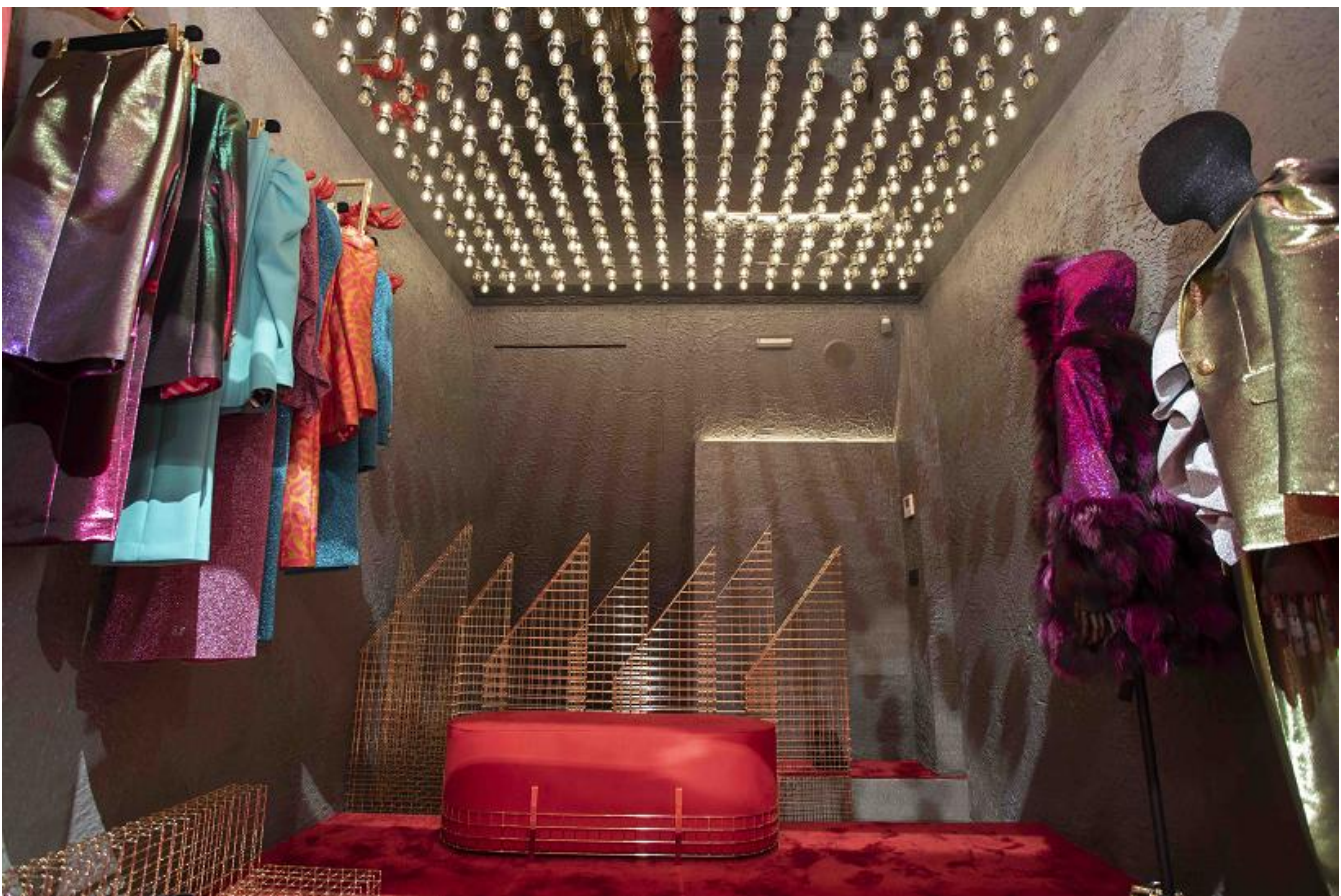
1. Brand / Collini Milano 1937
2. Type of Business / Fashion
3. Open Date / December 2019
4. Location / Via Santo Spirito 5, Milano
5. Size: 110 sqm

Location Map











2. Frankie Morello

Project Overview

Frankie Morello, the label headed by Fmm will inaugurate the first single-brand boutique in the heart of Milan, in via Verri 4. A 280 m2 space developed on two floors overlooking the fashion district with 3 important showcases. The project uses fragments of waste materials from the restructuring of the existing space, playing on harmonious contrasts that see satin glass, steel, iron, concrete and wood coexist. A neutral environment that reflects the brand's philosophy, which enhances the defect as an artistic detail. The space juxtaposes the past and the future and investigates the spirit of the brand. The story, made of voids and suspensions, of transparency and opacity, is revealed in the contrast of colors that decisively change from white to yellow to black, stimulating tactile, visual and emotional values.

Project Details

1. Brand / Frankie Morello
2. Type of Business / Fashion
3. Open Date / January 2020
4. Location / Via Verri 4, Milano
5. Size: 280 sqm

Location Map

