
MILANO REPORT

NOVEMBER 2015

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1. KENZO

Project Overview

On Via Manzoni, a busy boutique-lined street in Milan, an air of excitement surrounds the reopening of the Kenzo store, which officially marks a new chapter in the brand's relationship with the Italian style capital. Spotting an amusing sculpture depicting a hand lifting spaghetti from a bowl – the only local reference – passers-by are drawn into a brightly lit space where racks in anodized aluminium and glass display cases contrast starkly with marble floors and clothes from Kenzo's latest collection.

The 246-m2 space in Milan covers two storeys that are linked by a striking marble staircase in lapis-lazuli blue, the same material used for the cash-and-wrap desk. Although the neutral palette and the ceiling grid of fluorescent strip lighting give an initial impression of a sanitized environment, on closer inspection one notices the quality of the materials – concrete and various types of marble – along with numerous custom-made pieces of furniture, such as sofas and poufs in soft leather. It all goes together to provide a warm and harmonious ambience and a relaxing shopping experience.

Project Details

1. Brand / Kenzo
2. Type of Business / Boutique
3. Open Date / 2015/08/11
4. Location / Via Manzoni 34, Milano

Location Map









2. Casa Maserati

Project Overview

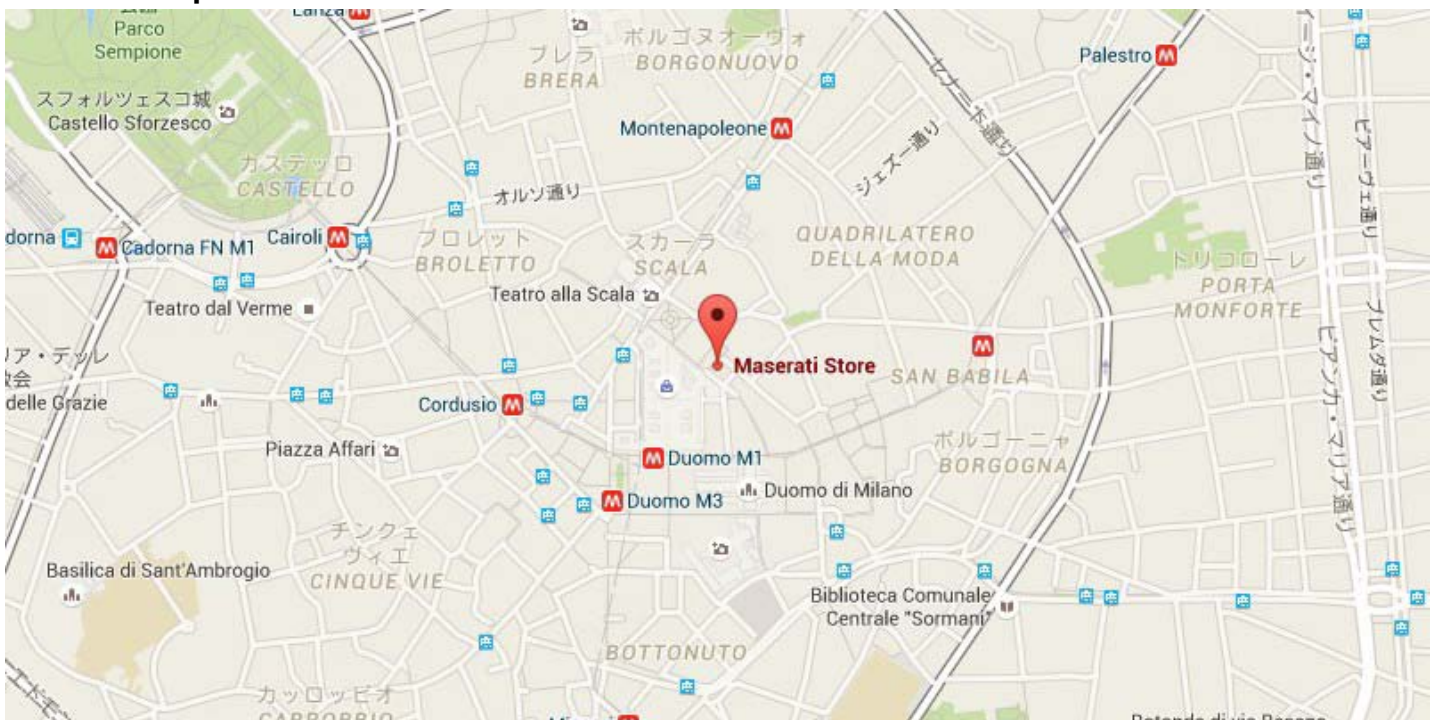
The exclusive retail store and lounge bar on Piazza San Fedele in the heart of Milan, offering a location for purchasing Maserati Collection products and booking a test drive to learn all the driving secrets and discover the performance of the models in the Maserati range.

The brand's first retail store and lounge bar will be made even more prestigious by the presence of all the cars in the Maserati range. The luxurious Quattroporte limousine, the Ghibli executive sedan, the splendid GranTurismo four-seat coupé and the GranCabrio convertible will alternate on display on the Casa Maserati forecourt. It will also be possible to book a test drive of the Quattroporte and Ghibli sedans alongside a professional instructor from former Formula 1 driver Andrea de Adamich's Master Maserati Driving School.

Project Details

1. Brand / Maserati
2. Type of Business / Concept Shop & Lounge
3. Open Date / 2015/07/01
4. Location / Piazza San Fedele 2, Milano

Location Map







3. Aesop

Project Overview

Aesop has opened its first Italian store in Milan's historic Brera neighbourhood. Occupying a 60 sqm. Ground floor space of a 19th-century heritage building which previously accommodated a traditional salumeria or deli, it features an interior design by local practice Vincenzo de Cotiis Architects. As always with the signature stores of the Australian cosmetics brand, the neighbourhood has provided inspiration for the interior design. The neutral palette consists of pale peach plaster on both walls and ceiling, while the balustrade and concrete floor are in a matching soft grey hue.

A subtle dose of visual tension is provided by metallic accents effected in asymmetrical display shelving crafted from textured cast aluminum, and which honour the city's industrial roots, in addition to a sculptural sales counter and product demonstration sink. A separate workspace is furnished with restored vintage pieces and a large table reminiscent of the former occupant. The new Aesop store stocks the brand's full range of skin, body and hair care products.

Project Details

1. Brand / Aesop
2. Type of Business / Cosmetic store
3. Open Date / 2015/10/1
4. Location / Piazza del Carmine 1, Milano

Location Map







