
MILANO REPORT

December 2017

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1. Il Bisonte

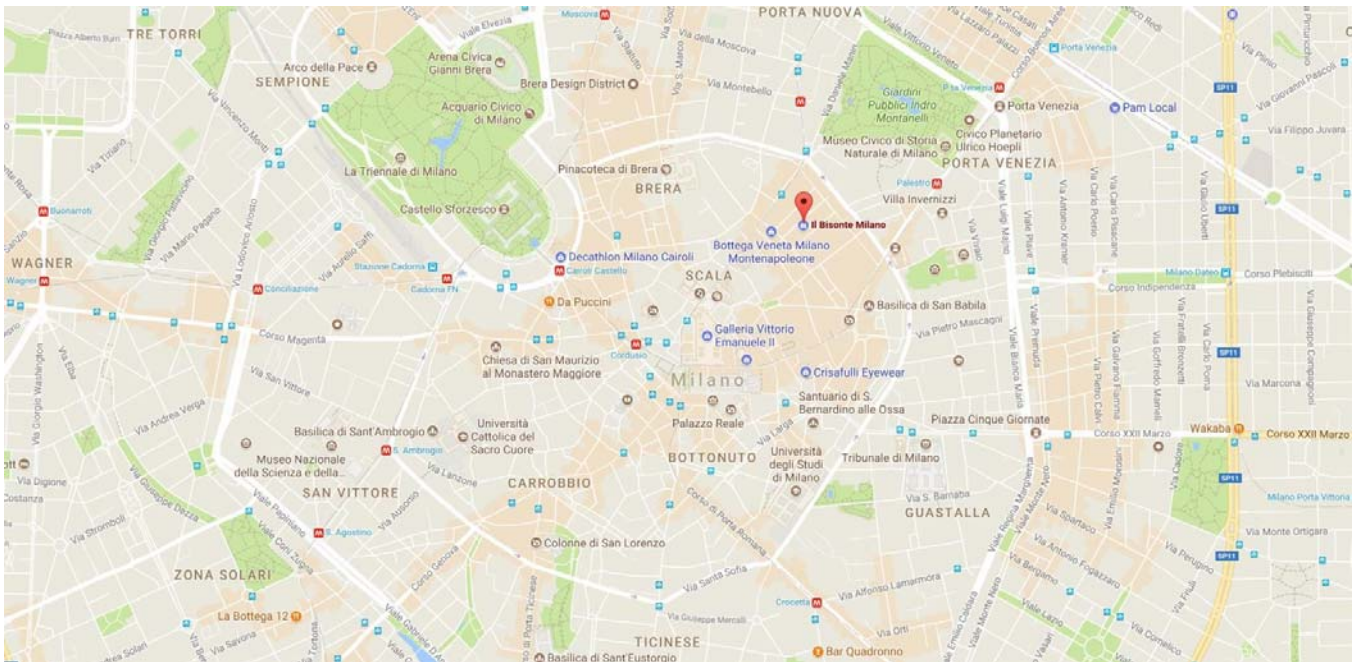
Project Overview

The brand “Il Bisonte”, founded by *Wanny di Dilippo* in 1970, which has been known for its high craftsmanship and absolute quality leather goods has decided a major international relaunch thanks to 100% funded by the Palamon Capital English fund. After one boutique in Firenze and two in Roma, the fourth mono-brand boutique in the world opened in Milan. The store was design by *VUDAFIERI SAVERINO PARTNERS* accompanied with a temporary art installation by *Felice Limosani* at Triennale museum’s garden. The concept of the boutique is “Lightness”, the interpretation of brand identity: free of design and fashion conditioning. This concept may be found in the peculiar design of furniture, or in funny gestures such as the giant full-size bison transformed in small leather goods display. *Felice Limosani* also created small cartoons and animations to feature in the store where the founder *Wanny de Filippo* – in Mazinga’s clothes – fights for the good of the world, or as *Giuseppe Garibaldi* who, at the head of a thousand bison, free Italy.

Project Details

1. Area / 120 sqm
2. Type of Business / leather goods
3. Open Date / 2017/09/23
4. Location / Via Santo Spirito, 14, 20121 Milano MI
5. Designer / Vudafieri Saverino Partners

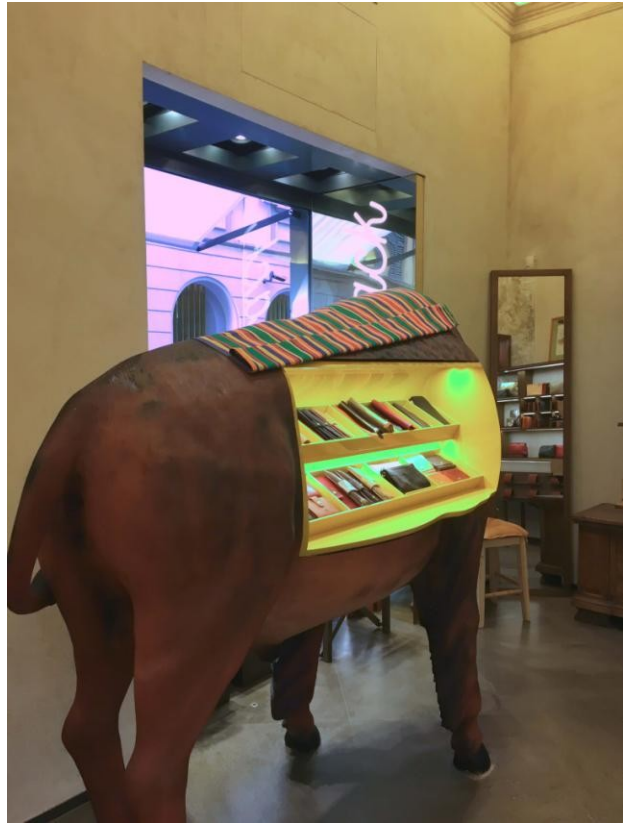
Location Map



Installation at Triennale museum for the inauguration of the boutique



1 to 1 scale bison on SW used as a display



Designed display and vintage furniture



Other details (wall and floor plug cover)



2. DROME

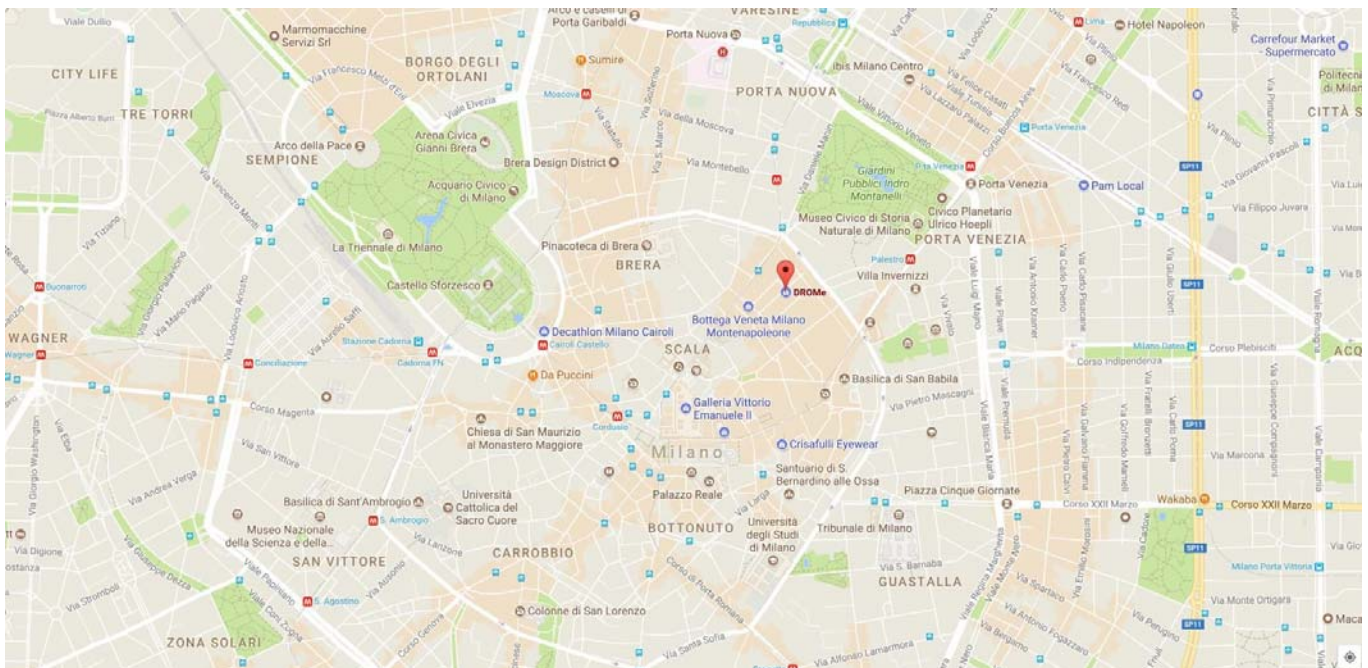
Project Overview

DROME, a Toscan luxury brand who has been selling its products in more than 200 selling points, chose Milan to open its very first mono-brand boutique. The store is designed by *Baciocchi Associati* studio who is well known as a design studio of various Italian luxury brand, such as Prada, La Perla etc, with its concept “under the minimalism” in tune with brand style. *Baciocchi* chose resins for the floor and concrete on the wall together with steel and coated velvet as material and the minimal linear track for illumination traces longitudinally the entire ceiling. The video installed in the store has an function of detachment which accompanies the customer throughout the store’s discovery.

Project Details

1. Area / 150 sqm
2. Type of Business / Retail
3. Open Date / 2017/09/19
4. Location / Via Santo Spirito, 18, 20121 Milano MI
5. Designer / Baciocchi Associati

Location Map

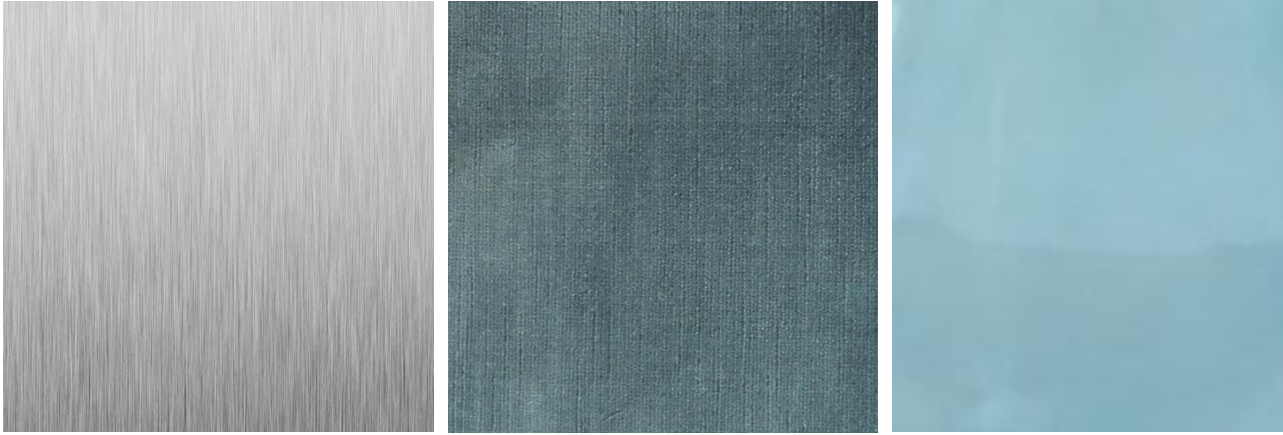


Unfortunately we could not take pictures of the inside of the store. But as the concept is worth sharing please find pictures within the links below:

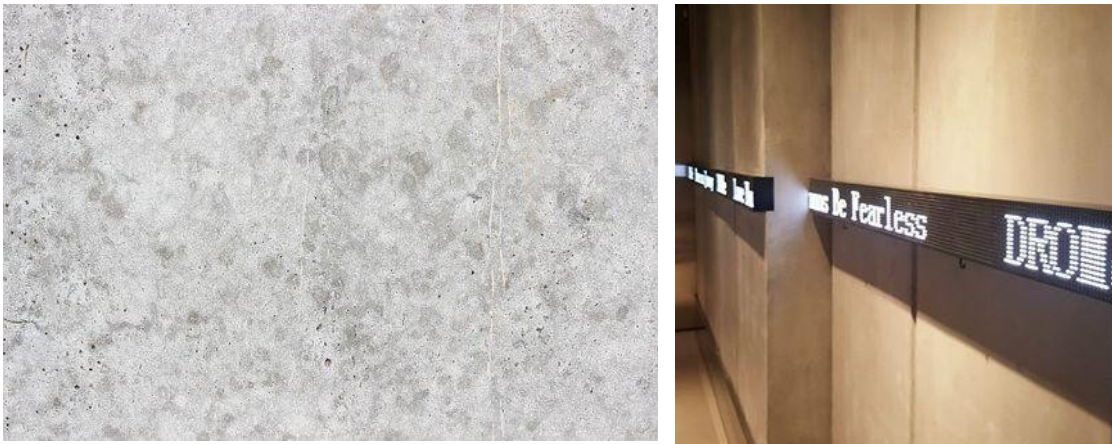
Text in English: <http://www.milemag.com/drome-resort-2018-store-milano/>

Text in Italian: <http://www.shoppingmilanoroma.it/shopping/69478/#.WddSflu0NFE>

The right side wall is covered with brushed steel panel where hanger bars are installed with strip LED hidden by stuffed blue-gray velvet panels which arrives until the ceiling. To differentiate the area at the middle of the store where displayed shoes and bags, the wall is covered with back-painted glass with glass shelves.



On the other hand, the left side wall has concrete finish with video which runs until the end of the space.



The floor is covered with gray resin where partially covered with light blue carpet. The light blue marble look solid which is applied for the counter at the entrance and some podium create a movement and accent in the store.

