

Milan Report

March 2020

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1. P448

Project Overview

P448 is a sneakers brand created in 2013 by, Marco Samorè and Andrea. The Made in Italy sneakers brand inaugurated its first Italian store in the Brera district. Brera has been chosen by more and more fashion brands, becoming a shopping destination with an eye to streetwear. The boutique covers an area of over 80sqm and includes four windows on the corner of via Ponte Vetero and via Cusani. For the project of the boutique, Samorè and Curti have collaborated with the world-renowned Italian Architecture Studio Piuarch. "For the first P448 store we have always imagined a unique, very special project that could fully represent the spirit of P448. A mix & match of raw materials such as metal mesh and aluminum, that are counterposed to iridescent films and shimmering textiles, as well as a statuesque blue marble, creating a unique contrast with the eclecticism and modernity of the shoes. This contrast also reflects the experimental usage of materials of the brand. Frosted glass and dark blue lacquering are used together with the natural light to lend transparency and a looking glass effect, further enhanced by a blue-colored-mirrored multifunctional room that fully expresses the strong identity of the brand at first sight, by evoking the iconic P448's electric blue.

Project Details

1. Brand / P448
2. Type of Business / Fashion
3. Open Date / February 2020
4. Location / Via Ponte Vetero, 9, Milan
5. Size / 80 sqm
6. Architects / Studio Piuarch

Location Map









2. Sealup Flagship Store

Project Overview

Sealup is one of the most famous Italian brands of raincoats and manufacturer of outerwear.

It was born in 1935 with the rigorous philosophy of "uncompromising quality". In 1950, it has expanded production outerwear line in addition to the core business of raincoats. The Brand's flagship has renewal opened in via Brera 3 in Milan, a refined street in the heart of the city which connects the Teatro Della Scala to the Brera Academy.

It has 300 square meters on two floors, in a building constructed in the nineteenth century, fully reflect the spirit of the Milanese brand. Work, organization, design with taste and passion: this is the spirit of the company that has never stopped "making quality". The boutique, with four windows, looks like a modern, bright and essential space. Large arched windows overlook one of Milan's wonderful internal courtyards.

Project Details

1. Brand / Sealup
2. Type of Business / Fashion
3. Renewal Open Date / February 2020
4. Location / Via Brera, 3, Milan
5. Size / 300 sqm

Location Map







