

The background of the image is a wall composed of vertical wooden slats. On the far left, a series of horizontal wooden bars are attached to the wall, creating a rhythmic pattern. The text is centered on the wall, between the slats.

# **Hermès Temporary Milano**



## Hermès Temporary Milano by Park Associati

Client  
Hermès Italia

Address  
Via della Spiga 22, Milano

Year  
Project: 2019/2020  
Realization: 2020

Professional Service  
Concept  
Interior Design  
Site Supervision

General Contractor  
Modar, Barlassina (MB)

Lighting Designer  
In-visible lab, Sesto Calende (VA)

Windows display  
Luca Sacchi, Milan





## Not so temporary store



Until recently, the terms pop-up or temporary store were known only to a few professionals in the sector. Over the last ten years, however, the use of temporary shops created from scratch in cities' central shopping locations has been emerging as an opportunity to test new products and reach new customers.

To respond and adapt to increasingly fluid and changing market requirements, the haute couture sector has also started experimenting with temporary stores which, skipping almost all the traditional seasonal deadlines, are in a state of continuous evolution in order to attract new buyers. Always attentive to research and brand innovation, in a harmonious combination of exclusivity and tradition, the Hermès fashion house has been experimenting with this new format by exploring a complex

system of possibilities, from pop-ups to temporary stores to web apps, with a cross-sectional use of social networks. From the Silk Mix pop-up stores – first opened in Tokyo, then in Rome, Dubai, and other international capitals – to the Daily Silk Special in New York and the temporary stores in various international cities, Hermès has been handling the new retail spaces with admirable skill.

Created as a temporary space pending the reopening of the historic store in Via Montenapoleone, the temporary shop in Via della Spiga is an exceptional case in this landscape of play and experimentation. The elegant, sober and modular design of the new store lets the brand tell its story, changing through all the four seasons of its opening period.

**The temporary store is conceived as an actual showroom, where customers can find the familiar and reassuring Hermès fashion house dressed in new clothes.**

*Text: Simona Galateo*



# In the heart of the cities

Paris, Rue du Faubourg St. Honore



24 Rue du Faubourg St. Honore, Paris. This is the address of the historic Hermès boutique. Located in the elegant heart of the most elegant city in the world, it continues to be the centre around which the whole world of this great brand revolves. The fashion house currently has stores everywhere, always in exclusive and central areas of metropolises, from Madison Avenue in New York to the Red Square in Moscow to Marina Bay Sands in Singapore; and Italy is no exception.

In Milan, having temporarily closed its main store in Via Montenapoleone, Hermès opened a temporary store in Via della Spiga. Whether you are a fashion victim or not, these two streets need no introduction, and are places where people converge from across the globe. The 'quadrilatero della moda' (literally 'quadrilateral of fashion'), or 'quadrilatero d'oro' ('quadrilateral of gold') is the Milanese area bordered by Via Manzoni, Corso Venezia, Via Montenapoleone and Via della Spiga. Between Piazza della Scala and the Giardini di Porta Venezia, a few streets overlooked by prestigious two- or three-floor buildings

mostly dating back to 1700-1800 are the addresses of boutiques, ateliers, studios and showrooms of luxury and exclusivity. This is also a lively cultural area that houses various historical buildings of architectural prestige, such as the Poldi Pezzoli and Bagatti Valsecchi museums, Palazzo Morando (a venue for exclusive photography exhibitions) and the former noble Brentani and Anguissola palaces, also transformed into museums. Overlooking Via Manzoni is the Grand Hotel et de Milan, inaugurated in 1863, where Giuseppe Verdi used to stay and where he died in 1901.

In Rome, Via Condotti connects Via del Corso to Piazza di Spagna, in the urban area of the so-called 'Trident'. This is the name of an important urban intervention carried out between the fifteenth and seventeenth centuries in the area of Campomarzio, which encompasses the area between Piazza del Popolo, Via del Babuino and Via Ripetta, widening towards the Tiber on one side and the Quirinale on the other, where the capital's most important fashion and luxury district is located.



top: Temporary Store, Via della Spiga, Milan  
right: Silk Mix, Via Condotti, Rome

**The Italian Hermès boutiques are in Via Montenapoleone in Milan and Via Condotti in Rome, a stone's throw from Piazza di Spagna. And the temporary stores also opened in the same areas.**





# Hermès, an original story



Hermès has consolidated its brand over the last century with incredible vision and innovation to become a style icon recognised all over the world.



Text: Simona Galateo



The history of Hermès is anything but conventional: from the production of equestrian equipment in the first half of the nineteenth century, when the company was established, to the creation of a prestigious international high fashion house. Today Hermès is synonymous with exclusivity and tradition, a brand whose philosophy is based on attention to the product. This fashion house has made history, craftsmanship, attention to detail, high quality and professionalism the cornerstones of its work and the essential aspects of its products, which have become real cult objects.

Never diverting attention from the quality of materials and research, thanks to its capacity to keep up with people's tastes and their changing habits, the fashion house has been able to renew itself while remaining a point of reference for the ultra-luxury goods sector.

It is precisely around this concept that the haute couture house has sought to respond in an innovative and experimental way to an international market that is increasingly fragmented and detached from the traditional parameters of the fashion sector. Strengthened by its philosophy and by distancing itself from the sector's typical communication practices, the firm's experimentation with new marketing strategies has resulted in the creation of some of the most interesting temporary spaces dedicated to high fashion – both real and virtual. From the Silk Mix pop-up stores to the Daily Silk Special in New York and the experiential web apps, Hermès embodies the vision of a brand that synthesises tradition and innovation in order to always remain on top.







# Hermès Silk Mix – Silk, music and design in Rome



**Design was added to the combination of fashion and music, and the three dimensions coexisted in perfect balance in this space that, while being temporary, provided a lingering memory.**

Silk Mix is a travelling installation, a journey in steps through the Hermès boutiques around the world – from Madrid to Rome, from Dubai to New York, to Milan – in which music and silk form a perfect synthesis.

Park Associati oversaw the concept for the interior design in the Rome location, the historic boutique in Via Condotti, which for a few months in 2017 and 2018 was transformed into a vinyl and music tape store in a fusion between vintage style and modern technology. The idea came from the artistic and creative direction of the Hermès men's silk sector which, together with Thierry Planelle, the author of the soundtracks of the fashion house's men's prêt-à-porter shows, decided to share their passion for music with the public by creating a multisensory experience.

Thanks to a sound-absorbing pyramid-shaped coating on the walls that created a geometric envelope, also strongly characterised by the use of a teal green colour, Park Associati evoked the world of vinyl and recording studios. The black vinyl of the floor and the record containers recreated the atmosphere of a real shop where the latest novelties could be listened to. The whole environment was coloured and brightened by the Hermès silks. The designs of the scarves stood out on the vinyl covers, while the ties arranged on the wall near the music tapes invited you to listen.

The pop-up store became a place of discovery, an invitation to look, listen, touch. Hermès elegance blended with the touch of technological precision of the custom-designed freestanding furniture, lacquered in grey with a black iron frame. The record boxes featured LED frames that identified the displays and created a bright luminous sign, a reference to the use of neon that characterised the glory days of rock and pop music.





## Functionality, star of the show



*Text: Simona Galateo*

Despite its impermanent nature, the new Hermès temporary store in Via della Spiga has been designed to accommodate the alternation of collections and events for an entire year, the expected duration of its stay.

As is often the case in the best projects, some constraints of the existing showroom structure – the inability to change the internal divisions or to move the walls – have been turned into an opportunity to experiment with a completely new and functional design capable of accommodating the complexity of a temporary store that is not quite so temporary and of best representing the Hermès brand.

The new showroom is outlined by standard-sized modular panelling in light tones of birch that contrast with the distinctive colours of each of the store's three floors. The individual panels are mounted on blocks that lift them from the ground and create a self-supporting system that seamlessly follows the line of the walls, thanks to connection panels that also allow for the creation of curved surfaces.



A geometric graphic design incorporating the Gribuilt, the pattern that characterises the Hermès identity, decorates the panels and forms a system of empty and full spaces that can display objects and vary according to need, together with small shelves, which are also movable. The space is then further outlined by some backlit panels, where the silks are displayed, and by coloured pleated curtains that give more movement. Characterised by elegant and innovative charm, this mobile solution lends the space a strong visual attraction, turning functionality into the star of the show being staged.

**The design solution is based on a light and, above all, modular concept inspired by the fashion house's identity traits, such as craftsmanship, custom made, innovation and style.**



# Interview with Francesca di Carrobio, CEO of Hermès Italia



**Q:** While being inspired by the historic Hermès headquarters in Paris, the concept developed by Park Associati for the temporary store in Via della Spiga also tries to establish a connection with the architectural style of contemporary Milan. How do you feel about Hermès creations being set between these two suggestions?

**A:** The store design really highlights the product. The structures evoke the graphic symbol similar to an H that is recurrent in the Hermès world, but this is done very discreetly – you may or may not perceive it. Even the choice of materials and colours is perfect, it creates an environment suited to housing the product. At first we were afraid that the different colour scheme on each floor might be too loud, but it turned out to be quite the opposite: customers feel pampered, they appreciate the more playful setting and they feel closer to the product.

**Q:** The temporary store in Milan was created in an architectural space characterised by a structure that could not be changed in any way. Works focused on a totally new concept that aimed to create an identity shell with panels, curtains and colours. Despite the constraints, did you manage to find a balance and recreate the atmosphere and quality of the experience of a flagship store?

**A:** The space did have major limitations. The floor for example could not be changed, only covered. We really like the solution of a sober parquet because it makes the space bright and warm. Park had a lot of clever ideas for making this environment our own. The existing staircase was made of polished steel, which could not be further from our 'mood'. Thus, covering it with an anthracite-coloured film that made the original sheen opaque was the perfect solution. Any fear about the sturdiness of this film also proved to be unfounded, and no one even notices that it is a film. The ceilings were another critical point: the several existing spotlights were not particularly attractive, so they were masked with a trompe l'oeil that made the environment more harmonious. Park was able to turn the space's problems into its strengths.

**Q:** Do you have a favourite place within the Milan temporary store?

**A:** Despite the lack of natural light, the spaces reserved for the fashion house's objects and the beauty products on the ground floor feel so cosy and bright thanks to their lobster colour scheme and the carpeting. The objects are really enhanced, they are easily identifiable and accessible. The same goes for the beauty products' area. We launched Hermès make-up in 2020, so it was important to make the most of this section. Both spaces are close to the till and the exit, thus allowing customers one last look before leaving the shop. Also among my favourites are the jewels' display cabinets on the top floor: thanks to the fresh feel of light wood and the very beautiful technical lights that highlight the jewels, they manage to emphasise the objects without being pretentious. Here, as in the rest of the shop, the feeling is of temporariness but also of very high quality. A real plus for the whole intervention.

**Q:** The Silk Mix is a specific case. The concept of this pop-up store met with great international success. Both the press and the public loved the project's interactive and multisensory idea. What did this experience mean for Hermès? And the Rome experience in particular?

**A:** The Silk Mix idea originated in Paris and we were the first country to develop it. When we asked Park to work on the temporary store in Rome, the concept had not yet been finalised. The practice played a very important role in applying this idea to a real place. They created a very cool space, using slightly avant-garde colours and materials. I loved working on this project, bringing the capital's male world closer to the Hermès silks was a challenge and I enjoyed the idea of opening a music store with an atmosphere suspended between techno and vintage in the heart of Rome. It is definitely my favourite Silk Mix. Park have been a brilliant partner throughout this and they were quick to develop an idea that didn't originate from them.





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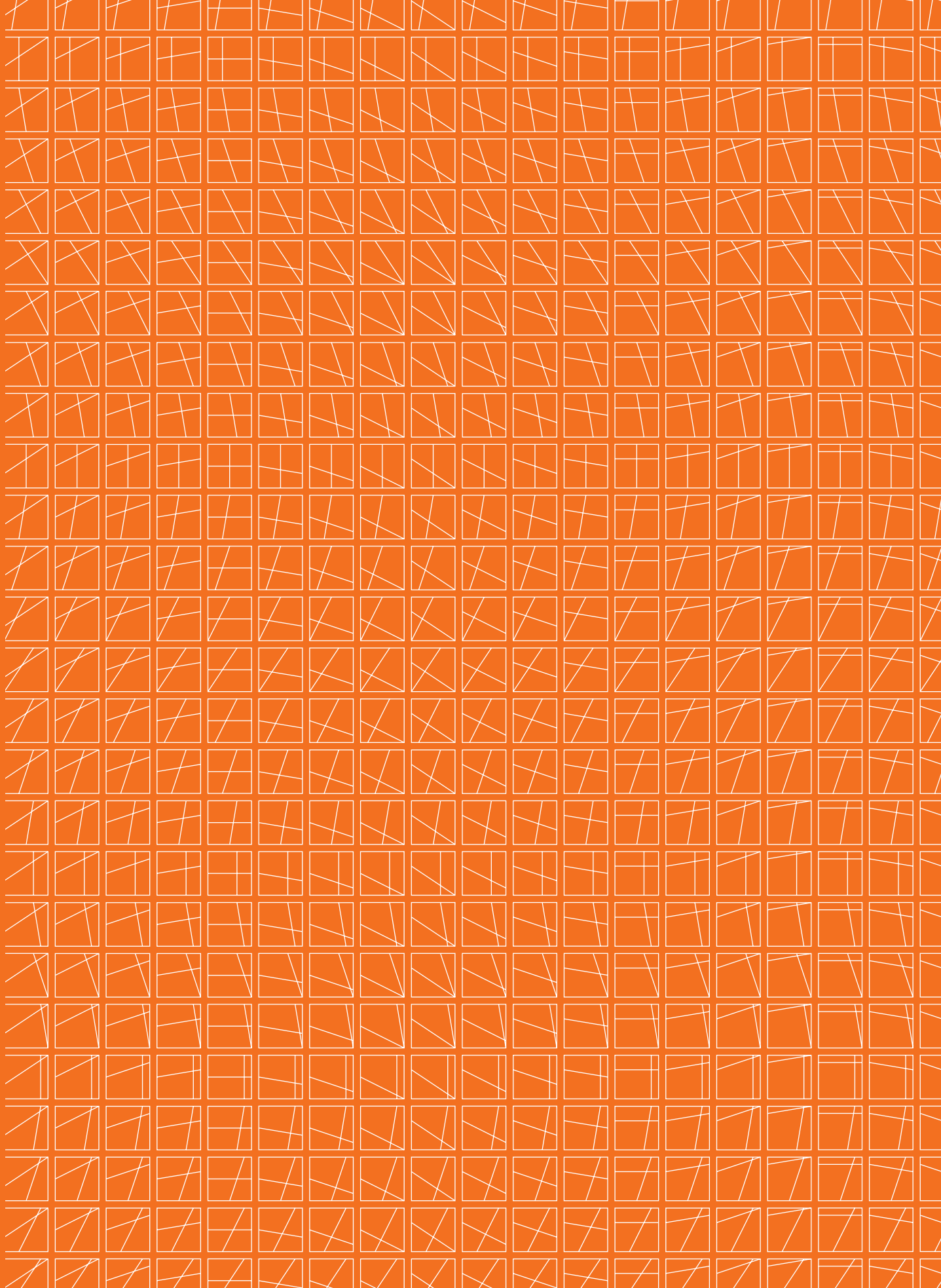
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