

# Hermès Boutique

## COLOURS, MATERIALS AND GRAPHIC FOR A TEMPORARY FASHION ATELIER.

A space recreated thanks to a light, modular concept that interprets Hermès' creative philosophy associated with craftsmanship and meticulous attention to detail. The choice of natural and recyclable materials and their creative use within an austere, distinctive space bestows freshness and elegance to the rooms, the few compositional details suggesting a sense of fleetingness. Occupying three floors, the premises already feature partitioning and volumes that cannot be changed, the solution was to adopt a concept that fits the existing spaces but transforms them into environments that interpret and reflect the Hermès world.



MILAN

TYPOLGY  
Retail

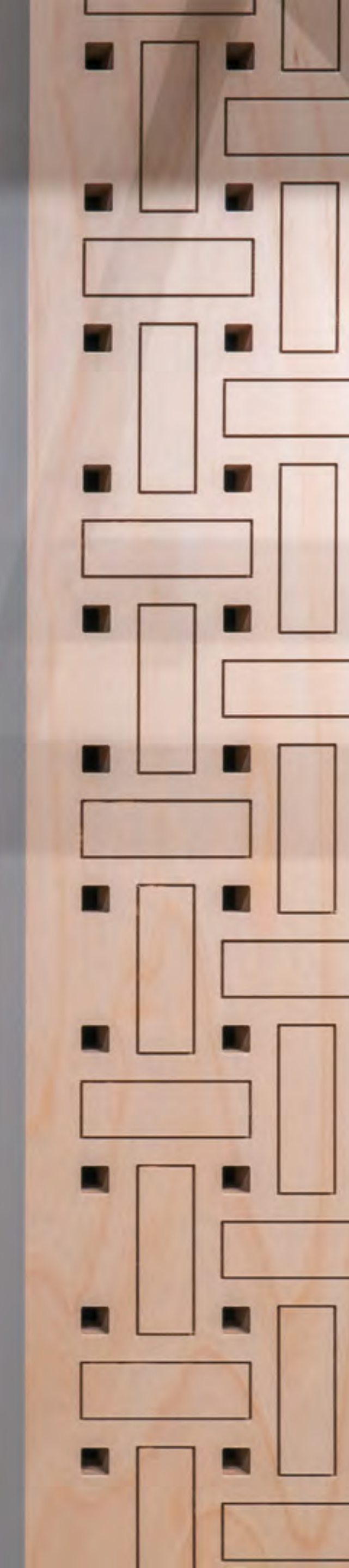
CLIENT  
Hermès Italia S.p.A.

ADDRESS  
Via della Spiga 22,  
Milan

PROJECT  
2019-2020  
REALIZATION  
2020

PROFESSIONAL SERVICE  
Interior Design  
Artistic site supervision

AREA  
sqm 900



**A MODULAR, FLEXIBLE AND FUNCTIONAL PANELLING SYSTEM COVERS THE WALLS. THE PANELS' BIRCH WOOD COVERING FEATURES A GEOMETRIC GRAPHIC DESIGN ETCHED ON ITS SURFACE ORIGINATING FROM A RECURRENT PATTERN OF THE HERMÈS FABRICS.** This mark becomes an elegant embroidery shaping a system of solids and voids functional to the display of objects, creating an environment of refined simplicity. Details such as the shelving's horizontal sections deliberately left untreated subtly break off this perception of refinement, as a reminder of the fact that this is still a temporary space.





**ALSO MILAN'S HISTORIC ARCHITECTURE, SPECIFICALLY THE TEXTURES OF THE CITY'S MODERN BUILDINGS' FAÇADES IS EVOKED ON THE WALLS CONNECTING THE FLOORS.**

A warm grey uniforms walls and ceilings but the colour of carpets and fabrics varies depending on the type of product on display illuminating the spaces with different moods. Orange characterises the space dedicated to men's and women's silks, perfumery and objects for the home, while a soft green identifies the area for men's and women's footwear and prêt-à-porter. A strong burgundy and a spicy shade reminiscent of Marsala wine in the third floor, dedicated to travel accessories, leather goods for men and women, jewellery and horse riding accessories.

