

Brioni Flagship Store

A LINEAR AND ELEGANT SPACE, DEVELOPED AROUND THE COURTYARD OF A MILANESE HISTORICAL PALAZZO.

The store is located in a four-storey building in Via Gesù 4, within the boundaries of the famous quadrilateral of Milan fashion. In this case, Park Associati was responsible for modernising the building, which used to be the famous old home of Brioni's tailoring shop and offices in Milan.

The layout of the various goods areas respects the old-fashioned division of space, which has been carefully redesigned to enhance the brand's products to the maximum and cater for the client's desire to welcome customers into an elegant, linear setting.

The ground floor space is designed to be a seamless continuation of the building's internal courtyard: a secret and surprising place characteristic of traditional Milanese architecture. The display windows for the various products face onto the courtyard at different heights.



MILAN

TPOLOGY
Retail

CLIENT
Brioni S.p.A.

ADDRESS
**Via del Gesù 4,
Milan**

PROJECT
2014
REALIZATION
2014

PROFESSIONAL SERVICE
**Architectural project
Interior design
Artistic Site Supervision**

AREA
sqm 700



THE ENTIRE STORE IS CONSTRUCTED AROUND INTERACTION WITH THE COURTYARD AND INFLOWING SUNLIGHT. THE SPACES ARE ALL FITTED WITH WINDOWS TO RECREATE THE SETTING OF A LUXURY TAILOR'S SHOP BURSTING WITH NATURAL LIGHT AND LOOKING ONTO THE NEIGHBOURING STREETS.

The various sections devoted to footwear, leisurewear formalwear are located on the first floor. A large tailor's workshop on this floor provides vital support for the shop's business operations. The second floor, on the other hand, is devoted to tailor-made products and a private VIP room, with the concept of elegance and exclusiveness characterising the brand emphasised through the presence of a lounge area, whose furnishing and fittings are all custom-designed. The wooden ceiling is enhanced by a set of lamps made of custom-designed ribbed glass. The atmosphere feels even more exclusive due to the windows, which, although fitting in with those in the store area, focus on the craftsmanship of their manufacture.

