

# Brioni Boutiques

## THE INTERIOR DESIGN INSPIRED FROM THE GREAT ITALIAN MASTERS COMBINES MINIMAL AND CLASSIC ELEGANCE WITH A CONTEMPORARY TASTE.

The international Store Concept of the Italian fashion brand Brioni declines the classic masculine elegance of the brand taking inspiration from the great masters of Italian modern design as Franco Albini, Gio Ponti, Carlo Scarpa, Carlo Mollino, combines formal elegance and modernity.

The walls and the floor are clad in "cannucciato" wood panels joined with brass trims and incorporate alcoves that form the principal display elements, enhancing the classic taste of a brand that was born in the city of Rome, the heart of European classicism.



**WORLDWIDE**

TYPOLOGY  
**Retail**

CLIENT  
**Brioni S.p.A.**

ADDRESS  
**Europe, USA, Latin  
America, Asia, South  
Afrika**

PROJECT  
**2014**  
REALIZATION  
**2014-2016**

PROFESSIONAL SERVICE  
**Interior design  
Artistic Site Supervision**

AREA  
**Several Areas**



**THEIR INTERNAL CONFIGURATION AND DIMENSIONS CAN BE ADAPTED TO SUIT A VARIETY OF DISPLAY REQUIREMENTS. THE CONCEPT OF EXCLUSIVITY IS FURTHER EMPHASIZED WITH THE VIP ROOM THAT FEATURES IN THE LARGER SHOPS, CUSTOMIZED WITH UNIQUE FURNISHINGS THAT RELATE TO THE LOCATION OF THE SHOP.**

The twostorey boutique of Frankfurt, on a surface of 320 sqm, is the largest in Europe after the one in Milano. Ground and first floor are connected by a stair, real architectural element characterizing this store. Breaking the geometric linearity of the space, the stair grows developing itself around acute angle between the ramps.

The space on the ground floor, double height, houses the rooms dedicated to accessories and leather accessories as well as the leisure. Upstairs, the rooms are dedicated to footwear, formalwear and taylormade and to the VIP Room area.



#### **AWARDS**

**The Plan Award 2016, Honorable mention**



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. The concept of elegance and exclusiveness characterising the brand, is emphasized through the presence of a lounge area, whose furnishing and fittings are all custom-designed. **THE ATMOSPHERE FEELS EVEN MORE EXCLUSIVE DUE TO THE WINDOWS, WHICH, ALTHOUGH FITTING IN WITH THOSE IN THE STORE AREA, FOCUS ON THE ARTISAN CARE OF THEIR MANUFACTURE.**



**AWARDS**

**IDA 2016, Silver Prize in category 'Interior Design'**