

MILAN REPORT
JULY 2012

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CONTENTS

- * Project 1: **CRUCIANI C, NEW FLAGSHIP STORE, VIA MANZONI, MILAN**
- * Project 2: **TWIN-SET, NEW FLAGSHIP STORE, VIA MANZONI, MILAN**
- * Project 3: **FRATELLI ROSSETTI, FLAGSHIP STORE, CORSO MATTEOTTI, MILAN**

CRUCIANI C, NEW FLAGSHIP STORE, VIA MANZONI, MILAN

Project Overview

The flagship store for Cruciani C has opened in fashion district of Milan. It is possible to purchase the bracelets that have been all the fashion on the wrists of the whole world for one year, inclusive celebrities, the elegant bags in pvc serigrafato, the soft and colored pashimines in cashimere, silk and linen.

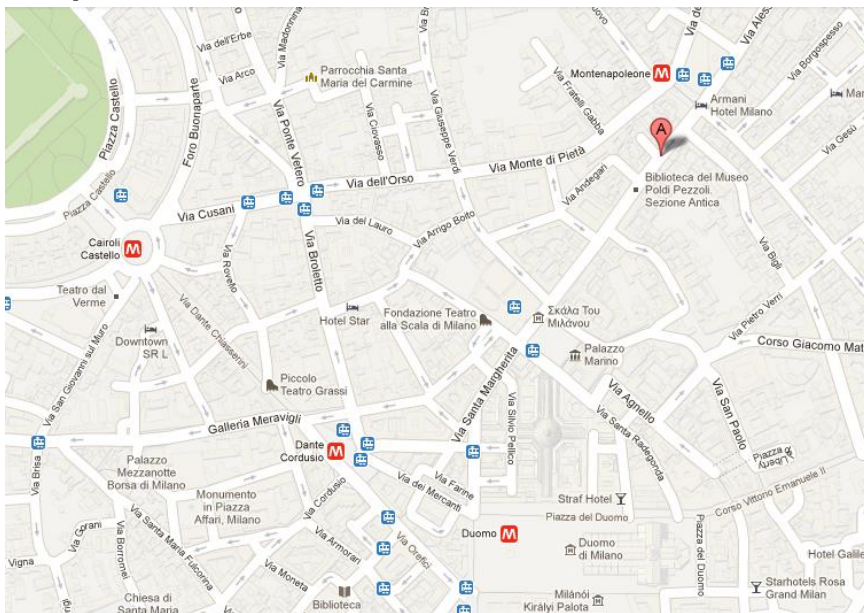
The store covers an area of 25 mqs. characterized by mirrors and illuminated showcases really to exalt the colors of the jewels. The inside furnishing and the arrange of lights that exalt the products has been thought by the architect Marcello Pianosì that has also delineated the style of other belonging boutiques to the group.

And then at preset it won't be difficult to follow the trend of the moment. To find the fashion will be enough to approach in this district, in the new store Cruciani C!

Project Details

1. Brand: Cruciani C
2. Type of Business: Fashion handbags and accessories
3. Open Date: 16 July 2012
4. Location: Via Alessandro Manzoni, 19 20121 Milano
5. Area: sqm.25
6. Designer: Marcello Pianosì

Location Map

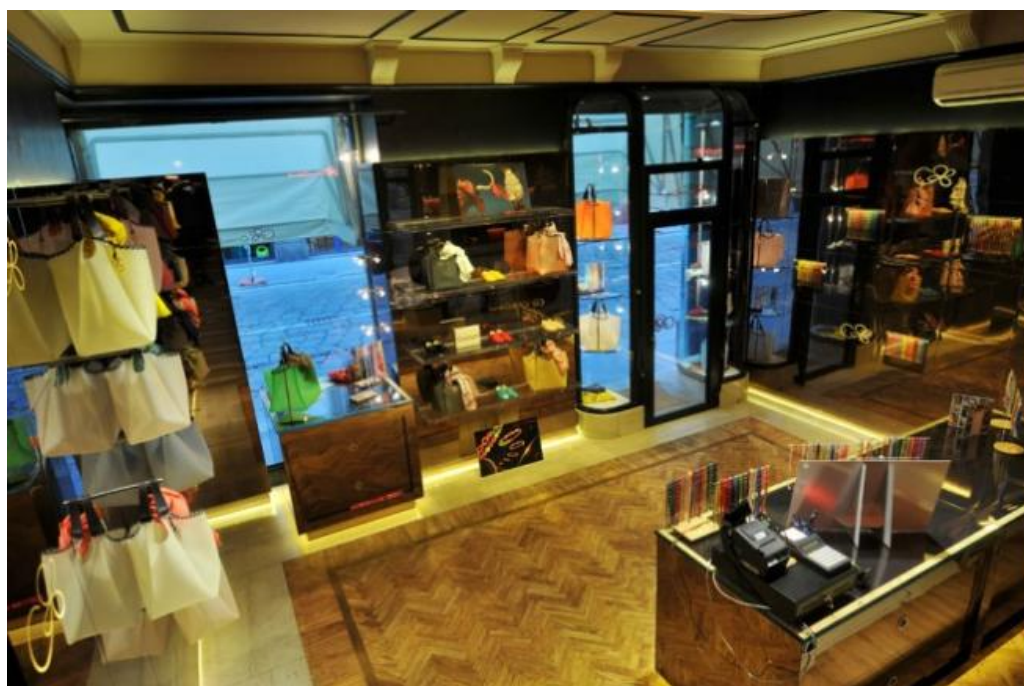
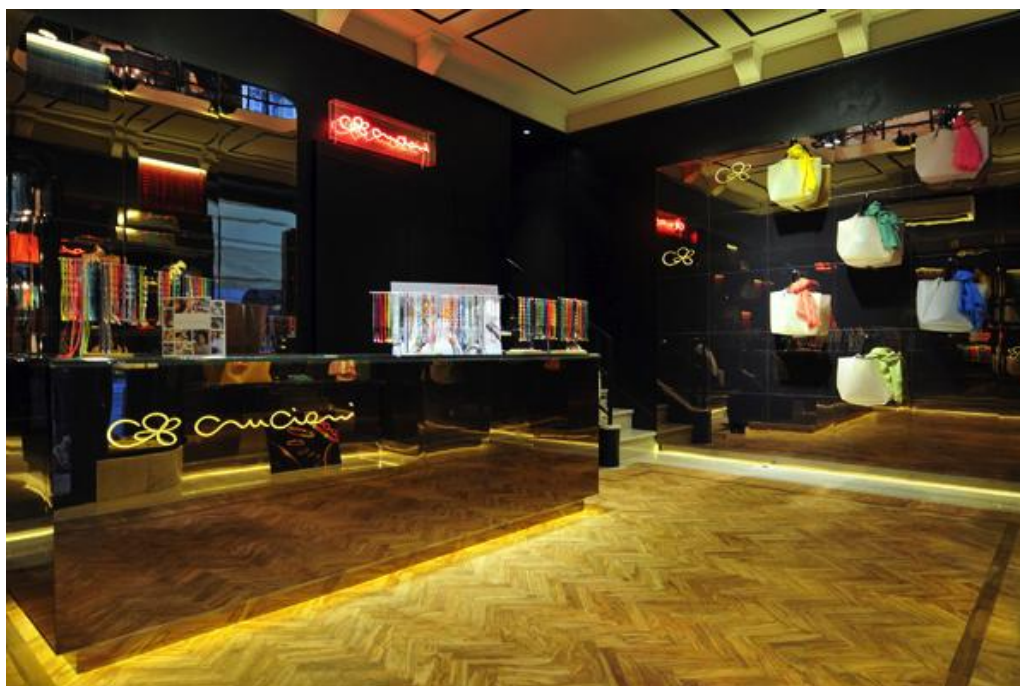


MILAN REPORT
JULY 2012



façade and entrance door

MILAN REPORT
JULY 2012



internal views

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MILAN REPORT
JULY 2012



internal views



TWIN-SET, NEW FLAGSHIP STORE, VIA MANZONI, MILAN

Project Overview

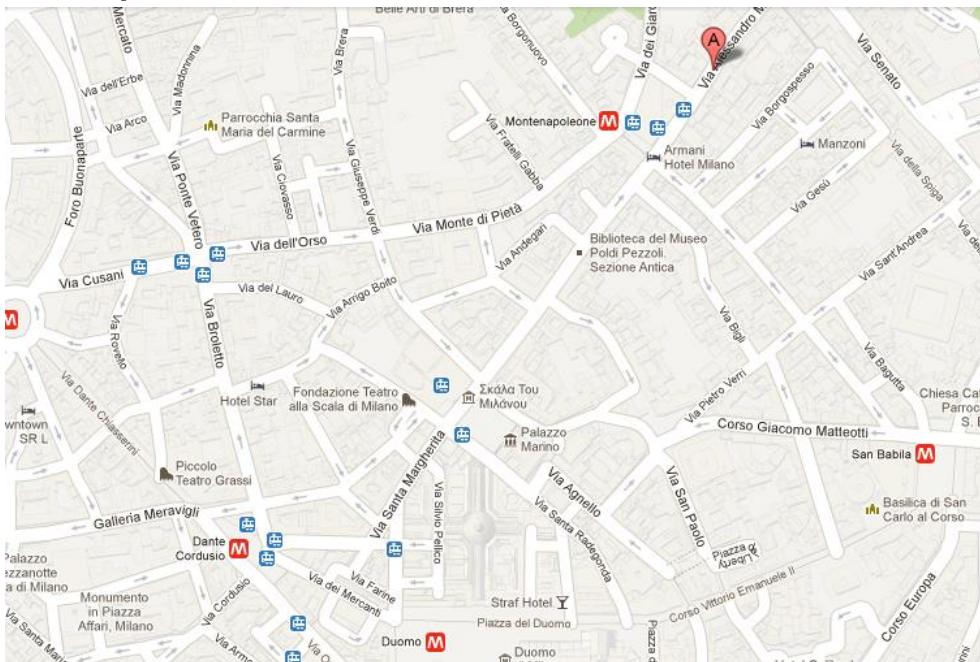
There is the whole style Twin-Set Simona Barbieri in the new Milanese boutique, opened in full quadrilateral of the fashion. A spacious shop airy, with only great floor of over 400 mqs. in which the tones ivory and champagne predominate, chrome of reference of the brand. After all the whole interior design, that characterizes the spaces, draws to the world and the codes stylistic Twin-Sets Simona Barbieri, to start from the as chandeliers, dressed of fabric and with roses in voile, that hangs numerous from the ceiling. And then niches that they remember closets retro, covered with papers by protected with a delicate floral motive and a triumphal entry as a catwalk, on which two wings of sat manikins follow, to already have a view on the collection exposed in shop from the entrance.

Among romantic suits, blouses female and a vast selection of accessories, the boutique of street Manzoni will be the new point of reference for the shopping signed Twin-Set.

Project Details

1. Brand: Twin-Set
2. Type of Business: Fashion Womenswear and accessories
3. Open Date: 13 March 2012
4. Location: Via Alessandro Manzoni, 34 20121 Milano
5. Area: sqm.400

Location Map



MILAN REPORT
JULY 2012



façade and entrance view

MILAN REPORT
JULY 2012



internal views

MILAN REPORT
JULY 2012



internal views



FRATELLI ROSSETTI, FLAGSHIP STORE, CORSO MATTEOTTI, MILAN

Project Overview

The location, historical point of reference for all the Milanese, changes the dress and strengthens its own identity: in fact the restyling is inspired to the artisan work and every detail is studied for reflecting the values of the mark.

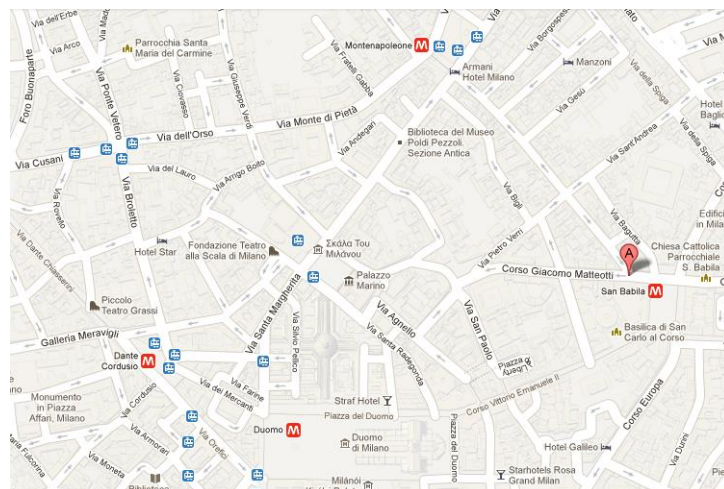
The essence and the style of Fratelli Rossetti are expressed through manifold elements of furnishing project for the boutique by the French architect Francois Muracciole. To the entry it is welcomed by an original floor in leather, that recalls one of the most classical materials of the business tradition. The platform, that sustain the shelf expositive in iron and in glass, is inspired to the movement of the punch used for cutting to hand the skin: everything under a ceiling in paper that creates a soft effect cloud.

The boutique has a surface expositive of around 200 mqs. developed on 3 floors. The first floor and the second floor are developed to the exposure of product, while the third floor is devoted to the project "custom Man", the new service tailoring attrib of Fratelli Rossetti. A project has been born for satisfying the most demanding clientele to search of a product artisan as from business tradition and modeled for the single necessities.

Project Details

1. Brand: Fratelli Rossetti
2. Type of Business: Fashion and shoes
3. Open Date: 31 March 2012
4. Location: Corso Matteotti,9 20121 Milano
5. Area: sqm.200
6. Designer: Francoi Muracciole

Location Map



MILAN REPORT
JULY 2012



entrance views

MILAN REPORT
JULY 2012



internal view

MILAN REPORT
JULY 2012



internal views

