

MILANO REPORT

JULY 2014

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* Stuart Weitzman flagship store

1. Stuart Weitzman Flagship Store

Project Overview

The 3,000-square-foot Milan flagship store is a playful dialogue of geometries; creating a rhythm of folds and recesses that have been shaped further by functional and ergonomic considerations. The store's central display units have been designed to showcase the Stuart Weitzman collection and also provide seating. The juxtaposition of these distinct elements of the design defines the different areas of the store. Rooted in a palette of subtle monochromatic shades, the design creates an interior landscape of discovery centered on two separate zones to enhance the relationship between the customer and the collection.

An intricate combination of materials and construction technologies defines the spatial experience. The curved modular seating and freestanding display elements have been constructed from fiberglass dipped in rose gold – a technique similar to that used in boat manufacturing. Also, the glass-reinforced concrete of the store's walls and ceiling expresses solidity whilst at the same time the precision of complex curvatures generate focal points and areas for display.

Enabling the design to establish unique relationships within each worldwide location; yet also enable every store to be recognized as a Stuart Weitzman space. Additional flagship stores by Zaha Hadid Architects are planned over the next few years and will be strategically located around the globe

Project Details

1. Brand: Stuart Weitzman
2. Type of Business: Shoes store
3. Open Date: 13/09/2013
4. Location: Via Sant'Andrea , Milan

Location Map







