# **MILANO REPORT**

# **SEPT 2014**

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#### 1. FLAGSHIPSTORE BRIONI

## **Project Overview**

The Brioni boutique that opened in Milan is the largest in the world. The boutique, which is spread over three levels inside the historical building of the maison, covers an area of 1200 square meters. The new concept is luxurious and contemporary with the use of precious materials. The store will feature the Brioni Mirror technology. Brioni Mirror is a digital service developed in three stages: virtual outfit, wardrobe and mirror alerts. The first phase allows the customer to simulate the combinations of fabrics, colors and accessories to Measure Brioni and ready to wear collections. The second phase will allow the customer to define a custom digital wardrobe, while the latter will allow the customer to look at the reflection in the mirror and virtually try the combination of dress with an endless supply of clothing and accessories. With Brioni Mirror, the customers do not need to imagine the dress to be made on the basis of tissue samples, but will have the chance to look in the mirror and see their own image reflected in the finished garment. This technology revolutionizes the direct service to the customer and offers a new purchasing experience.

# **Project Details**

1. Brand: Brioni

2. Type of Business: Men's fashion

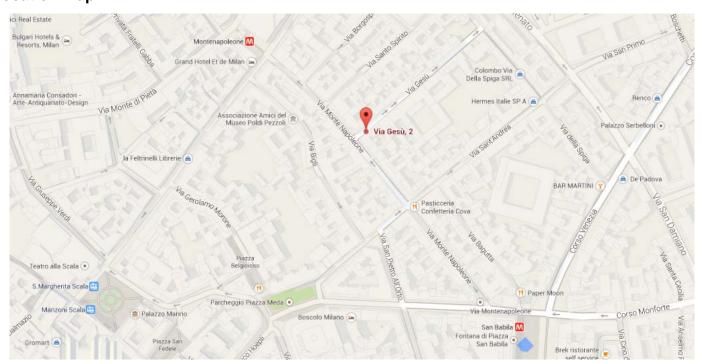
3. Open Date: 06/2014

4. Location: Via Gesù, 2 20121 Milano

5. Size: 1200 sq m

6. Art Direction: Brendan Mullane, in cooperation with Park Associati

#### **Location Map**





(facade view)





(internal view) (internal view)





(internal view) (internal view)



(area shoes)



(internal view)

#### 2. DROGHERIA MILANESE

# **Project Overview**

Drogheria Milanese offers a leap in time with an environment that goes back to the '60s and to the origins of the place. The arrangement of space, the original pieces and the attention to the smallest detail reflect the soul of this secretive place, where modernity has the warm touch of the past. The new restaurant looks like a grocery luxury store and it is deliberately retro and "terribly" chic thanks to the informal but well-kept and pleasant environment. The black and white checkered floor, the waiters in black aprons and suspenders as real tomboys of the workshop, the long plank which occupies the place to dine and socialize with the other diners: everything contributes to make the Drogheria Milanese a local grocery to remember.

# **Project Details**

1. Brand: Drogheria Milanese

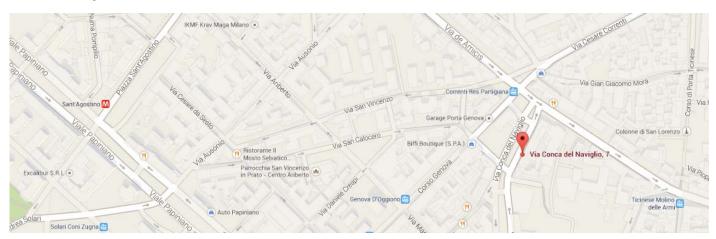
2. Type of Business: Food - Drink & Beverage

3. Open Date: 04/2014

4. Location: Via Conca del Naviglio 7, Milano

5. Art director: Andrea Meoni

# **Location Map**







(sofa area) (juke box area)





(internal view) (internal view)





(internal view)

(table detail)





(image detail) (internal view)