
MILANO REPORT

MARCH 2016

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1. AESOP BOUTIQUE

Project Overview

Aesop's second Milan signature store opened recently on the Corso Magenta, on the corner of via San Giovanni sul Muro and across from famed bakery Marchesi. This historic district is a microcosm of the city's dynamic elegance (and home to Leonardo Da Vinci's High Renaissance masterwork 'The Last Supper'). Created in collaboration with Milanese design firm DIMORESTUDIO, the new 35-square metre space is both a whimsical essay on materials typically employed in butlers' pantries of 1930s Italian villas and a contemporary version of the small neighbourhood bottega still common in this area.

Nuanced greens, yellows and pinks, muted as if to cover every surface in talcum powder, herald the trip back in time. Glossy teal subway tiles cover the planes and arches of the ceiling, contrasted with lemon-yellow corner shelving. Product display cabinets are of the same green tone, their rounded window frames referencing an early twentieth-century aesthetic. Soft grey linoleum covers the floor, complemented by two mid-century velvet-upholstered chairs and a stainless steel demonstration sink which effects a nod to those traditionally used for food preparation. Illuminating the entire interior are two large disks suspended by a canopy of brass rods with decorative fibreglass shades that filter light through faded amber motifs.

Project Details

1. Brand: Aesop
2. Type of Business: skin care
3. Open Date: 29/01/2016
4. Location: Viale Regina Giovanna, 1 Milano
5. Size: 120 sq m

Location Map





(facade view)



(interior view)



(interior view)



(interior view)

2. N°21

Project Overview

N°21 Open his first Flagship in Italy, Milano. The store is located in the Milano fashion district, Via Santo Spirito 14, the space is distinguished with an elegance feeling, always without losing sight of the sophisticated style that characterize the brand from CEO Alessandro Dell'Acqua.

The boutique with more than 120 sqm is divided in three spaces, the project is born from a collaboration with the architect Hannes Peer.

The first space is characterized from a chromatic contrast with black and white marble tiles on the floor and Polycarbonate ceiling, bakelite wall panel and a sculpture boiserie.

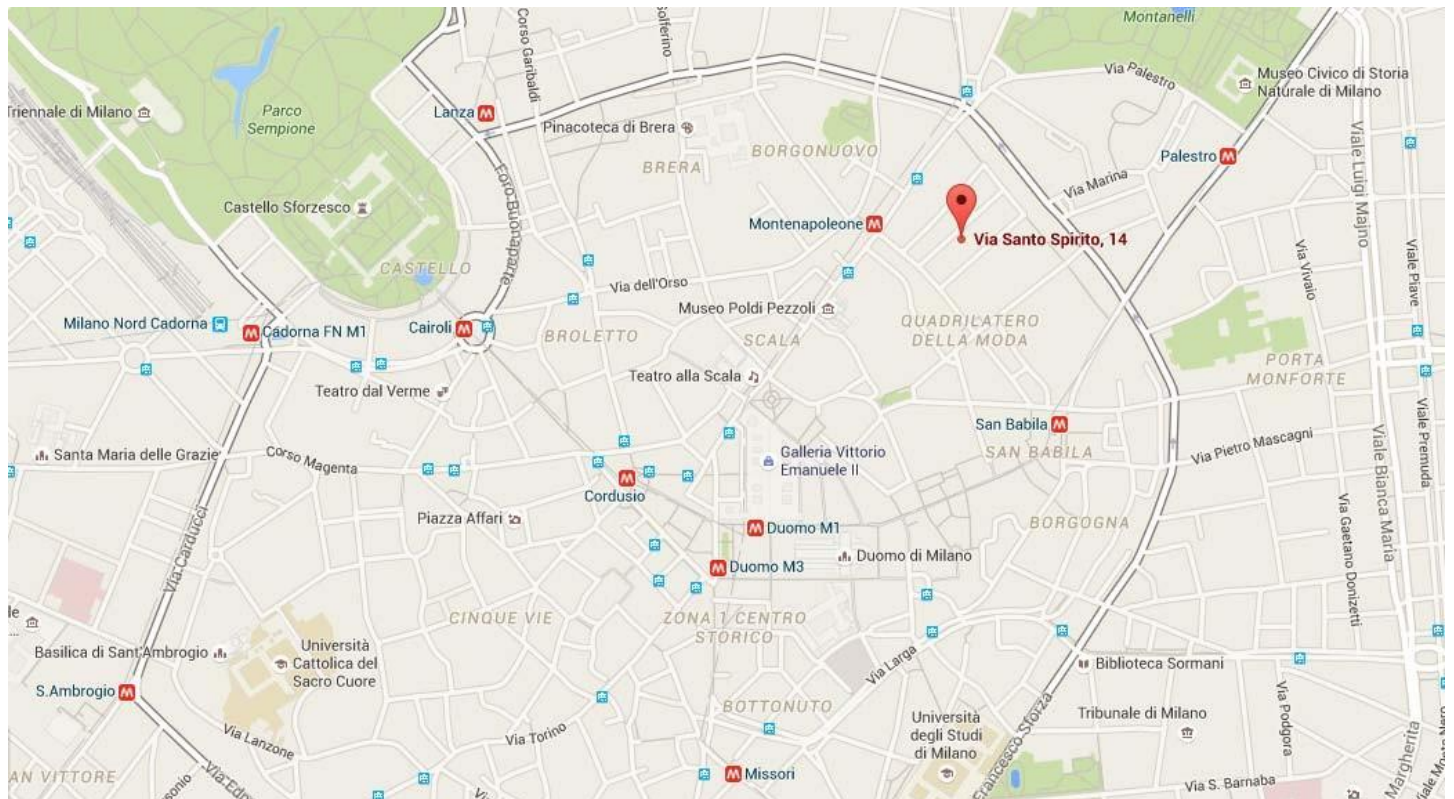
The second room is characterized with a contemporary art concept and display with mirror cladding.

The third room is dedicated to the accessories, it's a tribute to the traditional Milan architecture style.

Project Details

1. Brand: N°21
2. Type of Business: Fashion, accessories
3. Open Date: 01/02/2016
4. Location: Via Santo Spirito 14, Milano
5. Size: ca 120 sqm
6. Architects: Hannes Peer – Alessandro Dell'Acqua

Location Map





(facade view)



(interior view)



(interior view)



(interior view)