

Granati/Concept shop/Brescia/2006

The fashion shop “Granati” have been a point of reference from decades and trough the time with a strong and bonded relationship with its loyal clientele.

The project changed the Granati’s tradition in a new way of living the contemporary “shopping experience” with the introduction of a larger selection of products added to the clothing core business: books, home accessories, design, music, wines and beauty products.

The whole shop changed its nature moving the entrance and the display windows on the main commercial road. The varieties of the products on sale and the new façade treatment made this shop reborn with a new lightness and a fresh touch to create an important concept-shop with a surface of a thousand square meter.

The entrance is trough two tall glass panels door (5 m. height), one clear and the other yellow-green, after this filter of light and colour, a long space with pink linoleum floor welcomes the client.

The counter is the dominant element of the entrance space, thirty meters long, completely covered with a black acrylic and stainless steel pattern. On the facing wall a suspended white enamelled metal sheet enlighten an unrolled continuous tube with hanging opportunities and supporting display areas.

Adjacent to the entrance a large square room with two old marble columns becomes a displaying space, the wall are entirely covered with mirror and the space is occupied by a steel vertical tubes system inspired to bamboo forests.

The changing rooms area is placed in a lower area facing the large central space dedicated to the clothing department. The changing rooms wall is an important and ironic artwork and a small bar with a retro mood serves wine, coffee and refreshments to the waiting husbands.

www.granaticonceptshop.com