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Madian

Madian/Fashion shop/Beijing/2008

The large Madian store, part of the point of sales project “Hong Ying”, combines the brand’s typical elements like the display units, the made to measure tiles and the chains tables with “out of scale” elements like the long distribution ramp or the dome-space covered with green plants.

The new large display windows front and the façade’s variations show a world made of eclectic and surprising elements intriguing and stimulating the customer.