

Antonio Gardoni

Parana Pucci

Parana Pucci/Elementi Shop in Shop/China/2008

Few balanced furniture elements are the core language created to shape the different sale spaces for the stylish clothing brand "Parana Pucci".

Accessories and "shop in shop" elements reduced to the minimum, deconstructed furniture enhancing the products on sale.

The project is created to furnish and fill more than 50 points of sale and "shop in shop" in different locations through China.