

Brioni

BRIONI ANNOUNCES THE OPENING OF ITS NEW YORK FLAGSHIP STORE DESIGNED BY DAVID CHIPPERFIELD ARCHITECTS

Rome, December 22nd, 2016 – Brioni is pleased to announce the opening of its New York Flagship Store. Situated at 688 Madison Avenue in Manhattan’s Upper East Side, parallel to Fifth Avenue and with Central Park to the West, the Flagship Store is the second Prototype Store developed by David Chipperfield Architects Milan in collaboration with Brioni.

“We are excited about our new Madison Avenue flagship location,” said Gianluca Flore, Chief Executive Officer of Brioni. “This store is a cornerstone in Brioni’s global strategy and simultaneously cements our strong relationship with New York and the American market.”

“Following the Paris opening this is our second flagship developed in collaboration with David Chipperfield architects. Enhancing the Brand’s roman roots with a contemporary undercurrent, the store showcases all the elements which compose the Brioni lifestyle and offers our customers a remarkable shopping experience.”

The Store Concept, first applied in Paris and now in New York, is rooted in the idea that architectural elements should be stronger than furnishing elements. A set is created by a stage-like floor platform, made of grey travertine, on top of which sit colored marble columns, both materials making a deliberate reference to ancient Roman architecture. The architecturalization of the flooring and the walling is central to the definition of the Store Concept and, together with the columns, form the main quality of the space.

Another important quality of the Store Concept - the element of luxury - is the open space created through these architectural elements. The floor-to-ceiling furnishing elements with their lightweight gunmetal structure further emphasize the generous quality of the space. These furnishing elements offer adaptability and flexibility to the Store Concept that enable the various parts to be positioned in such a way that the architecture serves as a background to the products in the foreground, allowing them to occupy the centre stage.

Lighting is housed in the ceiling, which incorporates a variety of finishes and heights and contributes to lending a more decorative and domestic character to the space: more ambient lighting than product lighting. The idea behind the rosewood partitioning is to create more intimate areas though not completely enclosed.

The New York Flagship Store represents a further development of this Store Concept, starting from the architecture and furnishing ideas first prototyped in the Paris Flagship Store and featuring a series of refinements and adjustments to meet the particular physical qualities of the New York Flagship Store.

Located on two floors connected by an open grey travertine grand staircase and a lift, the store has an area of approximately 555 sqm/5974 sqft (465 sqm/5005 sqft of selling area) and offers two entrances at the first floor: the main entrance from Madison Avenue and the secondary entrance from 62nd Street. A series of openings along the two façades on both floors provides natural light to the interior space both directly from the windows on the first floor and indirectly from the windows at the second floor. A series of sandblasted backlit screens also shed artificial light into the exterior space, generating a feeling of openness in both directions: from outside-in and from inside-out.

On the second floor, two sides of the walling, which is broken along the façade by a series of openings, are rendered with a special plaster, providing a textured materica finish.

References to classical and modern architecture are evident in the Brioni Store Concept. Architectural solutions adopted by architects of the Modern movement, such as Mies Van der Rohe, as well as furnishing solutions adopted by Italian architects of the twentieth century, such as Albini, are inherent in both the details and the materials employed in the interior design.

Founded in Rome in 1945, Brioni is recognized as the world's most prestigious menswear couture house. Brioni develops and manufactures sartorial ready-to-wear, leather goods, shoes, eyewear, and fragrances. The foundation of the company's identity is the Bespoke service, entirely custom made garments with an unparalleled level of craftsmanship. Brioni products are distributed globally through directly-owned boutiques and a network of selected department & specialty stores. The company is part of Kering group, a worldwide leading Luxury, Sport & Lifestyle group.

BRIONI

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