

BOUTIQUE

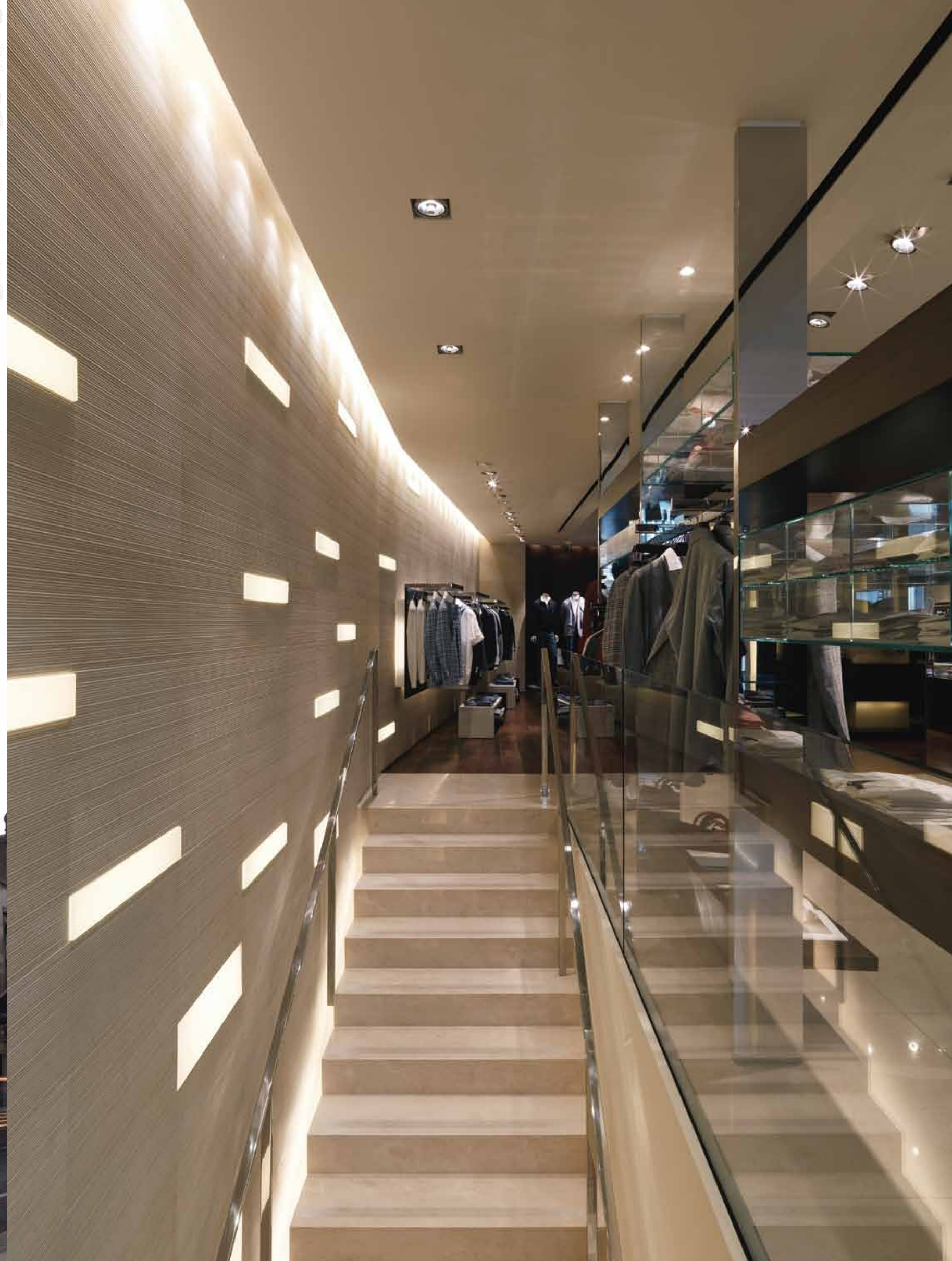
CANALI Bulding New Bond St

Design Company: Grassicorrea Architects

Project Team: Duccio Grassi, Fernando Correa

Collaborators: Elena Galbiati, Luca Martorelli, Marco Gentilin, Homoud Al Rashid,
Simone Innocenti, Silvia Righetti

Area: 1,200 m²





The recently renovated building located in New Bond Street in London houses Canali's largest boutique worldwide, with offices and showroom. Today, it constitutes the Italian fine tailoring brand's new location headquarters in six floors. It occupies two adjoining historical town houses that have previously been subject of several alterations starting from the 80's.

On the 90's the ground floor and lower level of both buildings are joined together to create a single retail area.

The structure with a total surface area of 1200 sqm is completely redesigned with public access limited to the boutique area only, which is about 700 sqm distributed in two floors. The mezzanine is destined to stockroom use and showroom reception, offices on the floor above and showroom on the remaining two floors. Showroom and offices have a separate entrance at the rear of the building.

Notwithstanding the previous structural intervention, all vertical circulation was restudied in order to put together all its varied destined uses thus maintaining the best aesthetical result possible considering costs and the current local security restrictions. The design intent is evident starting from the shopfront where the double-height entrance works as a prelude that invites the visitor to come inside, like if not even the glass window becomes an obstacle to come inside thanks to its antiglare treatment.

The vertical wall of the mezzanine facing this double-height area and highlighted by

LED-wallwash lighting is completely visible from the exterior and it is covered in beige stone with a rectangular tridimensional pattern that seduces and captures the passersby attention. It is emphasized by a portal made of mahogany wood that covers the ceiling and walls of this space.

The sale area is organized into open display rooms for the Formal, Leisure and Accessories collections in a newly introduced update of the concept, while the juxtaposition of the materials used – dark mahogany, dark gray backpainted glass, ribbed finish stone, braided leather panels, white lacquer and dark brown leather often in contrasting combinations for cladding and decorations – make the space even warmer and more welcoming, as well as enhancing the appeal of the displayed merchandise.

The polished marble floor has walnut islands in the centre of the various areas with carpet inserts to identify the relax areas.

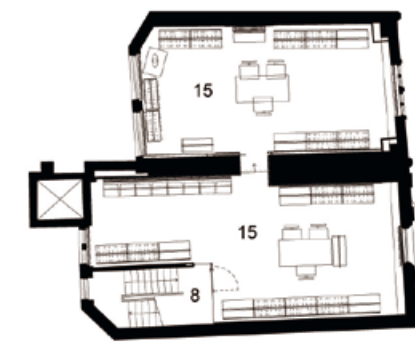
Light bricks scattered over the wall beside the main stairway accompany customers to the lower level. This floor offers more space for the collections, but most importantly for special customer care services, including Made to Measure suiting and Private Shopping, available in specially designed VIP areas with parquet floors, wood clad ceilings and wall panels covered in interweaving brown suede strips giving the space a uniquely tailor-made appearance.



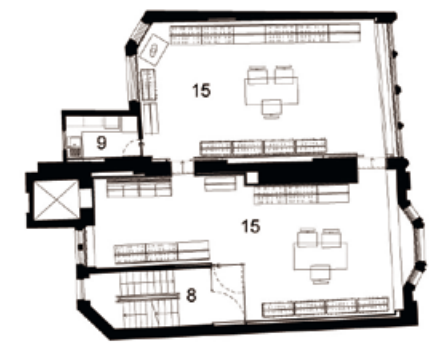








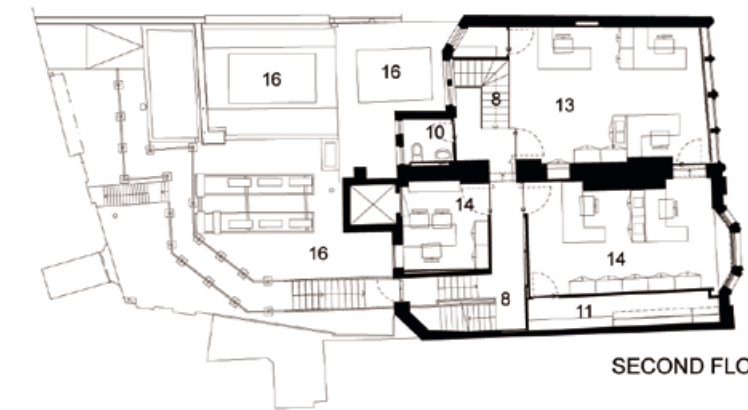
FOURTH FLOOR



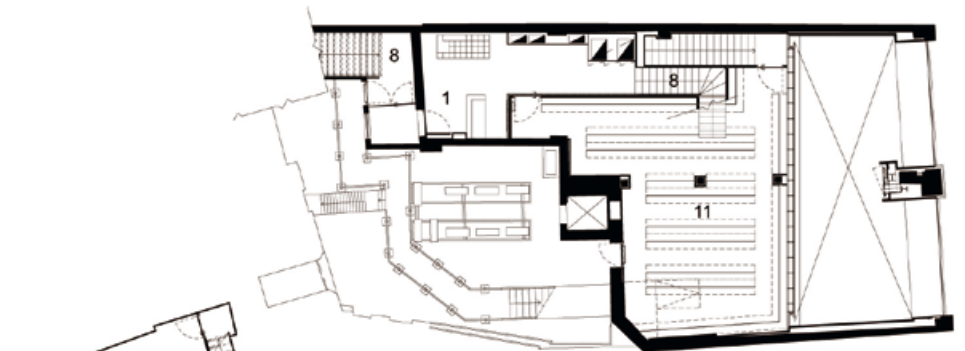
THIRD FLOOR

LEGEND

1. ENTRANCE
2. CASH DESK
3. WINDOW DISPLAY
4. ACCESSORIES DISPLAY AREA
5. SALE AREA
6. VIP ROOM
7. FITTING ROOM AREA
8. STAIRCASE
9. TEA POINT
10. TOILET
11. STOCK ROOM
12. TAILORING AREA
13. BOUTIQUE OFFICES
14. SHOWROOM OFFICES
15. SHOWROOM
16. ROOF



SECOND FLOOR



FIRST FLOOR



GROUND FLOOR



LOWER LEVEL