

A Singular Setting

When the products displayed in a store are unique, artistic and exclusive to the brand, it's almost imperative that the store itself also be unique and artistic.

That's the case with UNOde50, a Madrid-based jewelry and accessories chain expanding in the United States. The name UNOde50 was chosen because the designers initially made only 50 copies of any given item; today 50-piece collections are marketed as special limited editions, with some pieces selling for as much as \$900. Non-limited edition pieces start below \$100.

All the products are handcrafted in the chain's Madrid workshops. From the initial sketches onward, the entire process — including carving, etching and manual refine-

ments — is done by experts using a metal alloy which gives each piece a handmade texture.

To present pieces in a setting that enhances their beauty, store décor is done in a palate of neutral colors with a predominance of light beige, set off by oak and touches of red. Slim bust forms model necklaces; rings, watches, earrings and other pieces are displayed on oak tables or nestled into cubbies carved into an oak wall.

The average store is 700 to 800 square feet. Most stores are in malls; a few are in high-traffic street locations. UNOde50 also has mini-boutiques located in some U.S. Bloomingdales stores. **STORES** — Liz Parks



UNOde50

Madrid, Spain

President: Jose Azulay

Locations: 90

www.unode50.com

