

# HOGAN

## VIA MONTENAPOLEONE, MILAN

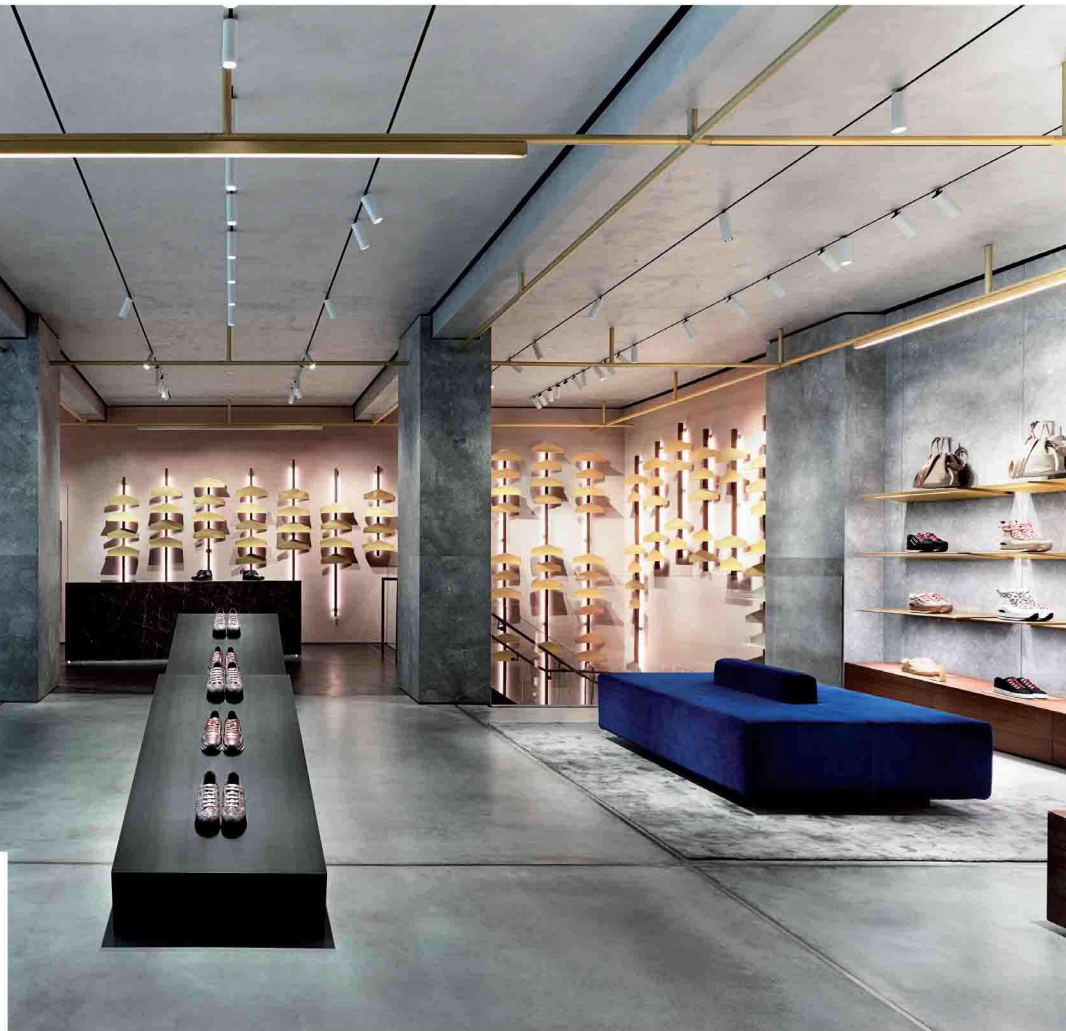
Design: Checkland Kindleysides  
 Opening date: December 2017  
 Store size: 277 sq m

Luxury Italian footwear brand, Hogan has relocated in Milan with a new store concept. The design, by Checkland Kindleysides, blends classical origins with contemporary style as they define how the brand is expressed within a physical space. The boutique is located on one of Milan's most fabulous shopping streets, Via Montenapoleone, sitting alongside a host of luxury brands.

'We wanted to create an opportunity to celebrate the brand's iconic product range and form a platform to showcase new, cutting edge collections,' says Amanda Wheatley, senior designer at Checkland Kindleysides. 'With a truly cosmopolitan following, Hogan is a lifestyle brand, championing contemporary culture. The store therefore needed to be dynamic, working hard to adapt from retail space to live event or gallery space. Reflecting the brand, the store feels luxury yet accessible, edgy yet inviting, and of course, effortlessly cool.'

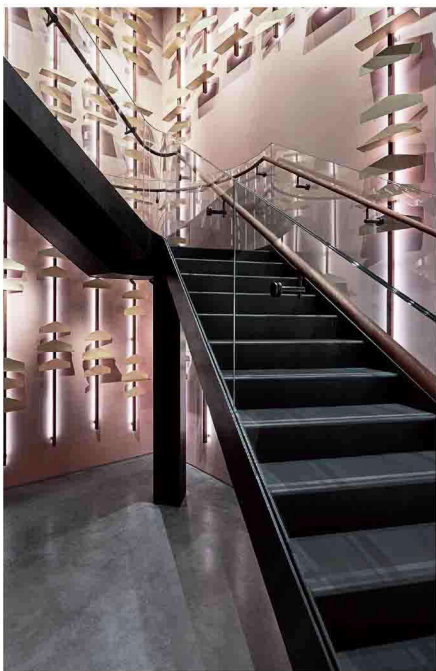
Central to the design is a sculptural interpretation of 'movement'. This draws inspiration from the work of Umberto Boccioni, in particular, and his masterpiece 'Unique Forms of Continuity in Space'.

The store includes a number of design >



## 'AN ALL-ROUND EXPERIENCE OF COSINESS AND WANDERLUST!'





features. Bold, sculptural gallery plinths punctuate the space. These wedge forms take inspiration from the idea of a 'stride-in-motion' and present footwear on minimal inclined surfaces.

A series of movement walls feature frosted glass, behind which animated patterns on LED mesh curtain graphically express the dynamism of the city.

A 'host bar' is crafted from polished, black marble. Here, customers can have products explained, presented and delivered by staff.

'An adaptable space, the store can easily switch focus between product display, live event, or gallery space,' says Wheatley. 'A mix of seating styles allows for different levels of hosting. A customer can both relax with a coffee in luxury lounge seating or discuss style with the Hogan team whilst perched on high stools found at both the host and customisation bars. We have integrated technology in such a way that it forms a dynamic, artful and ever-changing backdrop to the store. The "digital window" creates the opportunity to further express the concept of movement and cosmopolitan lifestyles.'

A curved, glass staircase leads customers to the lower ground floor. This

space has an intentional pace change and invites shoppers to indulge and socialise.

Mirroring the materials of the host bar, the customisation bar is located on the ground floor. Dynamic, cantilevered forms conceal a hidden display screen. Here, customers can create their own style by customising products.

'Paying homage to the unexpected mix of materials and playful twist on design, as seen on Hogan shoes, we employed a similar approach to the palette, always being mindful of contrasting our materials and playing with shape and proportions,' says Wheatley. 'The palette combines luxury with refined elegance and balances beautiful, contrasting materials. These elements combine to create a place of warmth, layering, texture and simplicity. Around the perimeter of the space, soft grey, Billiemi Sanded, marble wall finishes are complimented by hand-finished, pink rendered plaster - all contrasted with a polished concrete floor. The walls play host to invisibly cantilevered and internally illuminated, hand-brushed, brass shelves. This interesting but elegant merchandising system presents individual pairs of Hogan shoes in graphic formation.'

Sergio Azzolari, general manager of Hogan, adds: 'Versatility is the keyword. We created a luxury urban environment for the luxury urban consumer, where every element is the quintessence of the brand's natural empathy. An all-round experience of cosiness and wanderlust.'

Following its debut in Milan, the design provides the creative blueprint for further retail environments and brand experiences all over the world. **RF**

