

# DOLCE & GABBANA

## Old Bond Street, London

Design: Gwenael Nicolas  
Opening date: November 2017  
Store size: 2,350 sq m

'The baroque poetry of nature,' says Gwenael Nicolas, president of multidisciplinary design studio Curiosity, when describing the refurbished Dolce & Gabbana store on Old Bond Street. The design is an ode to the city of London. Like an artist that would draw life size paintings, each room is a celebration of the beauty of nature: twisted, curved and exploded, the stones create unexpected compositions.

'London is a city that suggests respect and admiration - a city of the extreme, from royalty to punk. The vision of London for Dolce & Gabbana is black and white, a monochromatic space that suggests dignity,' says Reiko Miyamoto, director at Curiosity. 'A sense of dignity is expressed through a monochromatic space, though ultimately powerful and empowering.'

The fully restored exterior façade preserves the building's Baroque heritage, and is widely open to the street, designed to bring the energy of the street within the space and vice versa. The restored façade is characterised by a series of running balconies in dark wrought iron on the different floors embellished with gilded fittings.

The most striking feature is oversized black and white graphical stones that run throughout the boutique. The flooring looks like a powerful river carrying visitors from one space to the other. A curvaceous spiral staircase in black marble sits centre stage, with individually hand-crafted contrasting inlaid marble steps.



The first and second floors both feature a cubical space dedicated to the fine jewellery creations and entirely faced in book-matched marble. Both areas are set in mirrored walls that create an optical illusion of lack of depth, making them seem as light as a sheet of paper.

As an ultimate contrast to the dynamic of the natural stone, the products are displayed in minimal framed displays like paintings, floating in a mix of diffused light. Italian walnut creates the strength in the details of the displays.

The energy and light that always inspired the creators is a key element of this space. The lighting is designed by Barbara Balestreri to give the impression of floating

in the boutique: all shadows are diffused or erased from the space, creating an osmosis between the environment and the visitor.

The ceiling fixtures, which have been developed with FLOS, are reminiscent of an exploded chandelier where all the pieces still fly in the ceiling.

The three upper floors are the most precious part of the building. A delicate oval stairway connects the spaces in an uninterrupted sequence of marble wedges that compose the pattern of stairs: seen from above or below, the stairway conjures the impression of a silk ribbon. These three private levels, for the first time, house the brand's extravagant Alta Gioielleria, Alta Moda and Alta Sartoria collections. **RF**



