ARTISAN

The dedicated zones add their signature charm to the franchise up for display

wear your ***attitude!***

The reconstruction of the HAKA department in the Breuninger flagship store in Stuttgart, Germany puts across in a very bold way – 'It's a man's world'

Photo Courtesy : Uwe Spoering

The menu in the canteen area makes a mention of the days special

Photo Courtesy : Uwe Spoering

> “In the canteen area too white tiles generate an interesting contrast to the casual clothes.Today’s Menu ++Fresh Denims - reads a signature board aligning itself to the nomenclature”

“It’s a man’s world” If I were to publish these words, all the feminist tanks will probably turn their turrets at me.But democracy in design doesn’t entail any gender bias, it is honest. And when the idea is to create an exclusive shopping experience in one of Europe’s biggest menswear departments; it is an apt opportunity to design a creative metaphor for men.

The project in question was executed by architects’ office DIA - Dittel Architekten, HMKN and Brinkworth. Shades of blue, grey and earthy colours create a caricature wherein the quintessential gentleman will have the required amount of ambience to splurge on the attire he loves to don. The surface area of the entire project is 10,000 m^2 - entailing smart segregation. Aiding the designer to attain this objective was the varied products up for display.

Frank Dittel, Founder, Dittel Architekten

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In the print room, the stacked merchandise looks impressive in the backdrop of a white background

Photo Courtesy : Uwe Spoering

> “The print room looks impressive with its stacked merchandise. A circular table draped with ties of various hues vies for attention”

“In Breuninger Menswear Department,” say the designers “creating different product themes in different zones helped us to segregate the space effectively. Using smart and simple shifts in material, lighting and mood, the design provides each area with its distinct aesthetic, while visually linking the whole department.

On the basis of the smart segregation achieved the casual fashion was restricted to the cloakroom, the denims and chino’s in the canteen area, shirts and knitwear don up the print room and the bespoke area houses the made to measure and special services counter. The design palate of the interiors is a contrast between rough, fine and noble. It is a direct interpretation of the concept “it’s a man’s world” or to be more precise ““it’s the world of gentlemen” Classy, fine and at the same time rough and cool.”

The **print room** looks impressive with its stacked merchandise. A circular table draped with ties of various hues vies for attention. The dark wooden rack offers the required dose of colour contrast in a zone dominated by lighter shades. In the canteen area too white tiles generate an interesting contrast to the casual clothes. Today’s Menu ++Fresh Denims - reads a signature board aligning itself to the nomenclature.

The non - denim wearables are housed in the **library**. Keeping in

Breuninger Menswear Department is one of the largest men's department in Europe

Photo Courtesy : Uwe Spoering

"Different product themes in different product zones helped us segregate the space effectively"

Photo Courtesy : Uwe Spoering

A minimal approach towards product display articulates the essentials of the product

“The non - denim wearables are housed in the library. Keeping in tune with the name of this space, the designers integrated an abstract bookshelf in the ceiling space which clearly defines the topic and still, through its discrete white colour,gives priority to the products”

Photo Courtesy : Uwe Spoering

STYLE ICON

WOLLHOSE

Der Stil-Star

Egal in welcher Variante – die traditionelle **Wollhose** *à la Kult - 007 Sean Connery ist der Inbegriff für einen exklusiven Auftritt, versprochen! Dabei liegt die Stärke des luxuriös anmutenden Modells mit schrägen Eingriffstaschen und minimalistischer, zeitgeistiger Linie vor allem in ihrer unglaublichen Styling-Vielfalt:*

Von lässig bis cool ist alles möglich, denn über die Wirkung entscheidet in der Regel die Kombination, etwa mit einem legeren Pulli für lässigen Flair oder mit dem passenden Team aus Hemd und Blazer für pure Eleganz. Verantwortlich für die Favoritenrolle in puncto Business und Anlässe ist übrigens der besonders anschmiegsame Wollfühlstoff. Für maximale und edle Bekleidetheit - und eben für die besonderen Momente. ϕ∞

Adding a dose of vibrancy in the furniture design are the orange colour breaks which also enhances its contemporary appeal

Photo Courtesy: Uwe Spoering

Using smart and simple shifts in material, lighting and mood the designers achieved a smart segregation of spaces

Photo Courtesy: Rüdiger J. Vogel

Cafe Gents - A classic cafe for gentlemen

> "The surprise element in this project is Cafe GENTS. Like the rest of the space elegance, sovereignty and masculinity are transported values in this space which invites the customer to take a break"

tune of the name of this space, the designers integrated an abstract bookshelf in the ceiling space which clearly defines the topic and still, through its discrete white colour, gives priority to the products. The furniture design was inspired by typical English furniture. Adding a dose of vibrancy in the furniture design are the orange colour breaks which also enhances its contemporary appeal.The prop room brings to life memories of the 70's with it thematic scheme draped in dark colours.

Among the segregated zones,the Bespoke Area is perhaps the most exquisite, it houses the made - to - measure shop and the special services counter. Located in a separate area - quality furnishings, a modern colour scheme mainly consisting of grey tones pampers the customer in this space with high quality ambience.

The surprise element in this project is Cafe GENTS. Like the rest of the space elegance, sovereignty and masculinity are transported values in this space which invites the customer to take a break. DIA developed name, logo, print design and retail design of this little bar. The material and colour concept fuses dark wood and golden accents.

When the space in question is huge and the products are many- the challenge lies in ensuring the massive space doesn't inject lethargy in the mind of the prospective shopper. At the same time the products display too need to stand out. In designing this space DIA has managed to achieve both these objectives with élan. Breuninger Menswear Department 'wears its attitude' and congregates the sigma, alpha, beta, gamma and the delta; females are you listening!

Text Courtesy : Vikas Bhadra