

mariloé

DITTEL-Architekten

WHERE: COLOGNE, GERMANY
 WHEN: SEPTEMBER 2008
 CLIENT: FASHIONFLOWS
 TOTAL FLOOR AREA (M²): 38
 BUDGET (€): 45,000

IN 2005 FRANK DITTEL FOUNDED DITTEL-ARCHITEKTEN, A FIRM WITH A FOCUS ON INTERNATIONAL PROJECTS THAT VARY FROM RESIDENTIAL CONVERSIONS AND WELLNESS DESIGN TO SHOP DESIGN, ONE OF DITTEL'S CORE COMPETENCIES. MAJOR PROJECTS INCLUDE MÜBLER HOME OF BEAUTY, A PRIVATE SPA, MARILOÉ AND THE TEXTILE FAÇADE OF THE BREUNINGER FLAGSHIP STORE.

Fashionflows Group recently introduced mariloé, a new jewellery and bags brand that opened its second store - this time in Cologne - in the autumn of 2008. The brief handed to DITTEL-Architekten asked for a modern interior adaptable to other future shop locations.

DITTEL's retail concept highlights individual products, accentuating each piece against a background of subtle architecture. A coherent display system of glossy, off-white elements does nothing to distract from the items for sale. Bags and purses stand on angular wall-mounted displays positioned at various levels or hang beneath these projecting 'shelves' from concealed hooks. Two off-white volumes at the centre of the space serve as storage units that double as displays for presenting mariloé jewellery in an attractive way. Track lighting installed on a black-painted ceiling illuminates the merchandise. The designers chose a plain floor screed in grey to contrast with the serene shade of off-white that dominates most of the interior.

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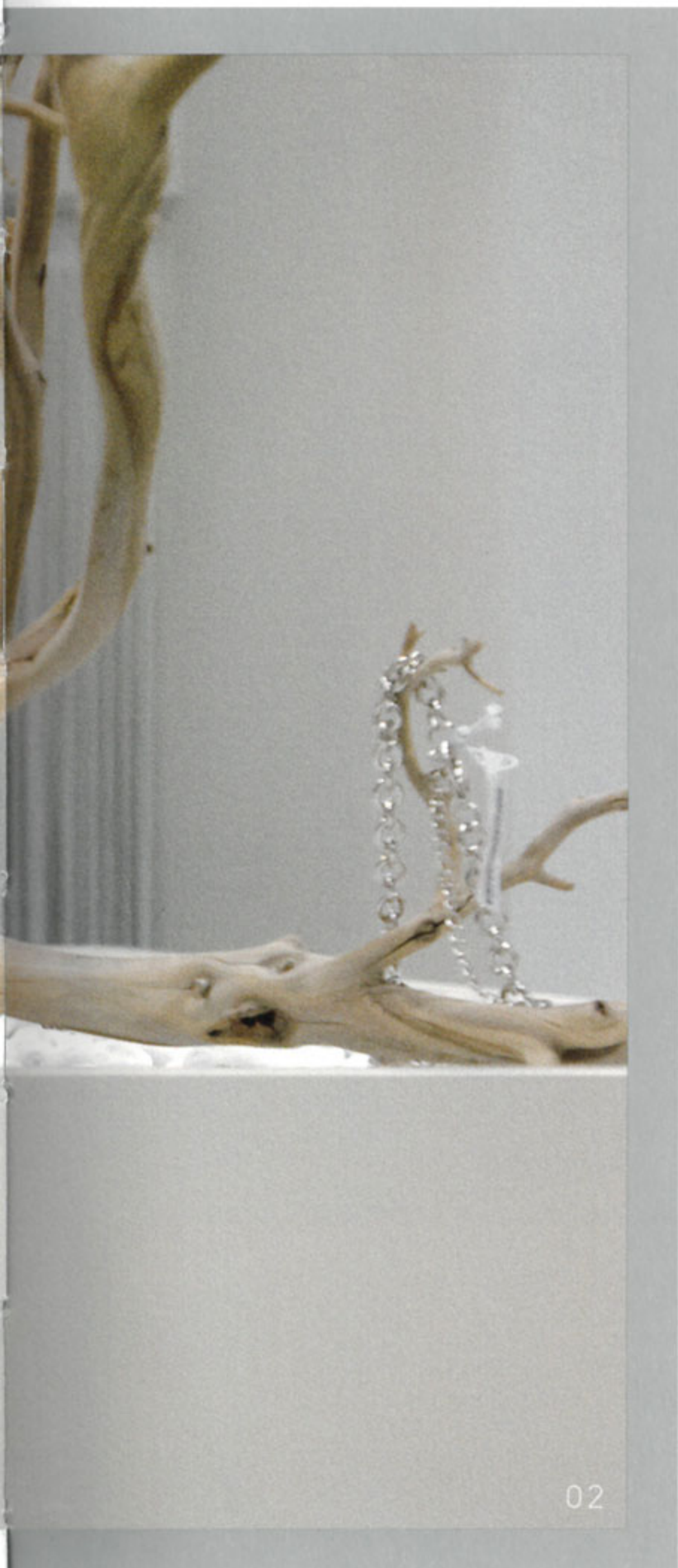
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Photography: Fashionflows

01 The interior concept focuses on emphasizing the products within a retail environment that features subtle architecture and no distractions.

02 Two centrally positioned display cubes double as storage units.





- 1 Display unit
- 2 Cash desk
- 3 Staff room
- 4 Storage
- 5 Lavatory

