

A new Sonia Rykiel boutique in Madrid inspired by the *Rive Gauche* literary cafés

The French Maison inaugurates its first flagship store in Spain with a new concept designed by the Vudafieri-Saverino Partners architectural studio.

With the new **Sonia Rykiel** boutique, located in the heart of Madrid, the famous fashion brand celebrates its arrival on the Spanish market. The project bears the name of **Vudafieri-Saverino Partners**, architectural studio based in Milan and Shanghai, which has been taking care of the development of Sonia Rykiel stores worldwide since 2013.

The boutique occupies a 165 sqm surface and is situated among the nineteenth century buildings on the *calle Coello*, a privileged luxury shopping destination, home to the great names of Spanish and international fashion.

Over time the architects *Tiziano Vudafieri* and *Claudio Saverino* have built up great experience in fashion retail, having worked with brands such as *Delvaux*, *Pucci*, *Tod's*, *Roger Vivier*, *Moschino*... For this important opening they have developed a new concept, which represents an evolution from previous projects.

In order to reflect the iconic characteristics of the historical, anti-conventional Parisian fashion brand, the store is inspired by the modern *Rive Gauche* atmosphere with its *café littéraire* and glamour/intellectual spirit.

The result is an elegant, yet at the same time informal space, hinged in a succession of refined ambiances with an intriguing atmosphere. A climate which we breathe from the entrance, where the walls are completely covered by a full-length bookcase, inside of which are works of the historical French *Gallimard* collection. Passing through the wide red portals we arrive in the rooms in which are housed the main collection and the *Salon*, designed as a modern *boudoir*, intimate and cosy.

The two portals constitute one of the Spanish boutique's iconic elements, immediately catching the eye: the ironic, measured use of the colour red confers personality and becomes an expression of a confident, joyful sensuality, in line with the brand's identity.

The floor, another strongly recognizable element, has a refined, bi-colour, stretched lozenge design. The contrast between the two kinds of marble emerges in the rooms, just as the soft carpet in the main room and the changing rooms, which confer a touch of comfort and pleasantness to the ambiances. Another element of contrast is given by the clear, neutral wall colour which diverges from the dark grey ceiling.

All the rooms have strictly made-to-measure light, linear design furnishings, which alternate the elegance of the metal finishings, such as the pale satin gold and black chrome, with the wood's roughness. Precious details, such as the shelves in sought-after metallic gold and glass netting, sit next to light, pop character elements, such as the coloured bookcase printed on paper.

The cognac coloured leather of the sofas and the *tailor made* poufs, the blue velvet drapes, the aged glass wall coverings and a great **Santa & Cole** chandelier, characterize the private changing rooms and main areas, reinforcing the sense of a modern *boudoir*.

The Parisian atmosphere is once again evoked by the “*mise en scene*” bistrot style furnishing, with a **Thonet** table and the **Martino Gamper** designed seating, which characterizes both the changing room area and the shop window layout.

Externally, the façade immediately stands out due to the contrast between the shiny black covering and the white back-lit logo, with the striped curtain textile curtains which refer to the celebrated iconic Sonia Rykiel pattern.

Facts & Figures

Project surface area: 165 square metres

Design team: Tiziano Vudafieri, Claudio Saverino, Simona Quadri, Federico Peri, Carlotta Ferro Garel

Suppliers: Building company: Takk group; furnishings: Takk group; lighting spotlights by Viabizzuno, chandelier by Santa&Cole

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Faithful to the Milanese creative atelier tradition, the studio’s work, guided by Tiziano Vudafieri and Claudio Saverino flows between architecture, interior design, retail fashion, hotel and food design, facing both the great urban, landscape and society themes along with residential, commercial and industrial location architecture.

Vudafieri-Saverino Partners has offices in both Milan and Shanghai and over the years has developed projects in almost every country and continent.

Via Rosolino Pilo 11- 20129 – Milan – Italy • 325 JianguoXi street, room 3-201, Shanghai – China – 200032 www.vudafierisaverino.it

Press office Vudafieri-Saverino Partners:

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Gaia Bregni – gaia@nemomonti.com - T +39 02 89070279 - Via Milazzo 10 - 20121 Mila, Italy www.nemomonti.com