

Aesop Serrano

A place of encounter.



On Calle Claudio Coello, in the heart of Madrid's vivacious Salamanca district, Aesop has opened its first Spanish signature store. Created in collaboration with Ciszak Dalmas Ferrari, the space honours the city's artistic heritage, cultural eclecticism, and public spaces that prioritise social exchange.

Following Aesop's customary attitude of architectural restraint, the 1923 building's neoclassical façade has been preserved, along with its history of residential use and mid-twentieth-century commercial transformation. An in-built system in the front window diffuses Aesop's aromas into the street, awakening the olfactory sense of passers-by. Product testers in the portico serve as a prologue to the warm-hued interior, where soft arches and decorative tiling evoke Madrid's Moorish legacy and neo-Mudéjar architecture. A convivial basin of red Spanish travertine embraces two central columns and becomes the focal point for all interactions.

At the back of the room hangs a large macramé tapestry woven by María Asunción Raventós in the 1970s; its weighty, layered textures playing with visitors' perception of volume.

Here, customers can explore and select from a complete range of skin, hair and body care products, distinguished by botanical and laboratory-generated ingredients of the highest quality. The store's trained consultants are able to offer advice about products best suited to individual needs.

Aesop Serrano

Calle Claudio Coello 51
28001 Madrid
+34 915 781 215
serrano@aesop.com

Monday – Saturday: AM 10:30 – PM 8:30

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About Aesop

Aesop was established in Melbourne in 1987. Our objective has always been to formulate products of the finest quality. This includes skin, body and hair care, as well as fragrance and accessories for self and space. Through the lens of our Ethical Sourcing Policy, we explore widely to source plant-based and laboratory-made ingredients and use only those with a proven record of safety and efficacy. All Aesop products are vegan, and we do not test our formulations or ingredients on animals. We are proud to be Leaping Bunny approved, and to be included on PETA's cruelty-free and vegan lists. Aesop is proudly a Certified B Corporation®. Our products are available at Aesop.com, signature stores in many major cities, department store counters, and in shared spaces around the world.

aesop.com

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Aesop was founded in Melbourne in 1987 and today offers its superlative formulations in signature stores around the world. As the company evolves, meticulously considered design remains paramount to the creation of each space.

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