

G&B - Courmayeur

Baciocchi Associati has created the new G&B boutique by developing a project of forceful character, outstanding for its sophisticated, contemporary design.

An elegant facade with a glass door and brass casements welcomes visitors into an initial space dominated by the rich green of veined stone on the floor, and the bleu canard of the wall panelling.

Glass and brass, the leitmotif of the project, are also seen in the display fixtures and the table at the centre of the room, placed on a cavallino rug in a lively shade of yellow, below a striking brass chandelier.

A corridor clad in green stone and lit by brass lamps and appliques leads to two spaces set aside for total look apparel, whose appeal is based on vivid, elegant colour combinations: red cavallino rugs are joined by glossy pale green resin wall panels.

Walking down the corridor, faced by windows to display the garments of the boutique, one reaches a space where the green stone encounters white walls, establishing a dialogue with the plum tone of the carpeting and the velvets that line the display cases.

Communication&PR
Martina Gamboni
via De Amicis 19
20123 Milano Italy
T. +39 02 36637390
press@martinagamboni.it