

STELLA MCCARTNEY

STELLA MCCARTNEY STORE TO OPEN IN MILAN

London, February 2010. Stella McCartney opens her first store in Milan, located in the heart of the city's shopping centre at via Santo Spirito. Situated inside an 18th century neoclassic historical Italian building, the store reflects an intimate, personal and architectural atmosphere housing the Stella McCartney collections. Simple material combinations are sculpturally contrasted, to illustrate Stella's signature style combination of sharpness and femininity.

Spread over 168 square meters and into two floors, the classic architecture of the building is combined with a mixture of antique brass sculptures, specially crafted by local Milanese metal workers, linen peeled walls, and wooden floors that welcome you to the Stella McCartney world. Across the ground floor the sustainable oak parquet flooring is designed by Yael Mer and Shay Alkalay for Established & Sons; in Stella McCartney's usual colour palette of plums, pinks, blush, nudes and taupe. In contrast, the upstairs floor is white on white tonal with an outburst of colours. White diamond shaped ceramic tiles and white steel sculptured wall fixtures are accented with brightly coloured organic felt boxes that are interchangeable and can be built or broken up to create an accessory display installation. Creating a contrast with the contemporary space, the building's original ceiling murals have been maintained.

The store will carry the brand's luxury women's ready-to-wear, shoes, bags, sunglasses, organic skin care, lingerie and the performance range with adidas. A private wardrobe service will also be offered to clients.

Stella McCartney launched her own fashion house under her name in 2001 in a joint venture with Gucci Group. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's luxury collections are also available through its other 16 flagship stores including London, New York, Los Angeles, Tokyo, Hong Kong and Paris as well as around 600 wholesale accounts in key cities worldwide.

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STORE FACT SHEET

LOCATION	Via Santo Spirito, 3 20121 , Milano T. 00 39 02 76 28 12 22 www.stellamccartney.com
STORE HOURS	Monday to Saturday 10am to 7pm
RETAIL SPACE	168 square meters on two floors.
LINES CARRIED	Ready to wear Accessories Lingerie Fragrances CARE by Stella McCartney (Organic Skincare) adidas by Stella McCartney
FEATURES	Parquet flooring in ten different color shades by Yael Mer & Shay Alkalay for Established & Sons Textured white painted wall finish upstairs featuring white ceramic 3D rhombus tiles Milanese white composite stone floor upstairs Hand crafted wall display sculptures made by local Italian craftsmen, in polished and hammered brass, and in powder-coated steel in dirty pink and white Colourful Eco friendly felt cubes for a shoe display in magenta, jade and royal blue White powder coated shelving for bag display Plinths made out of ceramic tiles on the outside and felt on the inside used to display folded items and accessories Two changing rooms in varied colours in maple finishing
MATERIALS	Polished and antiqued finished brass Composite stone flooring Powder coated finished steel in dirty pink and white FSC approved sustainable oak Ceramic tiles Stone flooring 100% organic wool felt Bronze wall hooks
ARCHITECTS	APA (London) J&R Studio (Milan)