



STUDIOFORMA ARCHITECTS  
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## FASHION RETAIL REDESIGN BY STUDIOFORMA

**Zurich, Switzerland** – STUDIOFORMA was commissioned to design and realise a new and open scheme inside Switzerland's biggest Department Store JELMOLI. The redesigned area comprises the Accessories, Denim and Pop-up space for Women located on the 2nd floor.

### Architectural Concept

The total retail space of 208m<sup>2</sup> now radiates a warm and sophisticated ambiance. The new design features a restrained monochrome palette and premium finishes; its architecture and the custom-made furniture elevate the store experience with a high aspirational, fashion-led attitude.

The materials and the colour concept set the stage perfectly for Jelmoli's high-quality and colourful assortment of products. The fixture's sleek brass frames (6 mm) were hand-painted with gold lacquer in Italy, adding up the luxury look and feel of the overall interior. All bottom-placed storage modules are lacquered with a sophisticated garden green hue. A soft, silk tufted carpet in taupe hues underlines the noble interior concept.

The multi-dimensional arrangement and sizing of all racks, desks and exhibition fixtures enable a flexible and adaptive usage, beautifully harmonizing with the open and graceful composition of the interior redesign.

### Interior Design Highlight

STUDIOFORMA exclusively designed and produced two table lamps with a base made of golden lacquered brass and a lampshade draped in Italian silk-cotton. Both lamps are displayed as decorative centrepieces on top of two large round exhibition modules. The made-to-measure luminaires bear a unique and sleek design, using colours and forms to embody a bold contemporary sense of style.

*“The sleek and chic redesign of the accessories and denim department for women furthers Jelmoli's leadership as a go-to destination for a premium shopping experience. The joint cooperation with Jelmoli's Creative Director, Raul Sanchez, and his skilful crew was encompassed by a respectful and mutual appreciation of input, know-how and vision. This certainly emphasized the project's efficient design and renovation process chain”* says **Daniele Simone, Partner at STUDIOFORMA.**

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## **ABOUT STUDIOFORMA**

STUDIOFORMA is a premium architecture company specialised in designing high-end solutions for residential and commercial projects.

Since founding in 2002, the company is assigned to create the corporate interior design for global fashion, jewellery and watch brands and is furthermore responsible for the design of private houses in some of the most prestigious residential areas worldwide.

STUDIOFORMA has been named "Best in Europe 2015/16" in the Interior Design Apartment category in the finals of the International Property Awards Summit held December 2015 in London. The International Property Award is the largest and most prestigious property competition in the world.

[www.studioforma.ch](http://www.studioforma.ch)

## **ABOUT JELMOLI**

JELMOLI is Switzerland's biggest department store and is located on Zurich's upmarket shopping mile, the Bahnhofstrasse. Founded 1833 by Johann Peter Jelmoli Ciolina, the department store can be declared as one of the oldest worldwide. In 2009, JELMOLI became part of the Swiss Prime Site AG, Switzerland's leading listed real estate company.

Today, JELMOLI is one of the most modern upscale department stores in Europe and is often referred as «Glass Palace» due to its modern glass façade built in 1898, anchoring the architecture style of Parisian department stores.

JELMOLI offers an unrivalled shopping experience thanks to its exciting mix of high-street fashion and international brands for accessories, shoes, sports, living and beauty products across its eight floors. The «Food Market», located in the basement, presents numerous highlights such as Switzerland's first walk-in cheese humidor and an exclusive selection of fine food and wine.

[www.jelmoli.ch](http://www.jelmoli.ch)

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