

Architect: Burk Architekten, Calw
Photographer: Frieder Blickle
Project location: Mailand

Börlind Store & City Spa

Natural cosmetics are a worldwide trend. With a "Store & City Spa", the German brand Börlind shows its colours in the fashion capital of Milan..

Börlind, the natural cosmetics manufacturer from Calw in Germany, has now opened its first flagship store worldwide here in Milan. On the Corso Como, a prime-location street in an aspiring district of the fashion capital, the company from the Black Forest offers products from its brands "Annemarie Börlind", "Tautropfen" and "Dado Sens". The clear, fresh and modern architectural style creates a suitable framework. As an additional attraction, customers can let themselves be pampered with in-house products in the "Day Spa" in the basement level. Further shops are planned in Paris, London, New York and Tokyo.

The design by the offices of Burk Architekten from Calw cuts a fine figure in the design capital of Milan. With clear lines and high-quality materials, the interior design interprets the cosmetic manufacturer's brand essence. Carefully planned lighting augments the appearance and statement of the architecture.

A natural stone wall acts as an ideal merchandise display in the entrance level. Skim downlights and wallwashers with metal halide lamps efficiently provide an illuminance level that attracts shoppers' attention through the store's glass front. Parscan spotlights enable a flexible lighting of the shop windows and reception area.

Even details, like the clear acrylic emergency exit signs for the directive luminaires, fit in with the overall image of transparency and elegance.

Careful planning and high-quality lighting tools result in optimum visual comfort for clientele and staff alike. For instance, the recessed luminaires are arranged around the edge of the ceiling so that the customers on the treatment couch do not look directly into a reflector aperture. The luminaires are equipped with dimmable halogen lamps to give the best colour rendition and a pleasant atmosphere.

A waiting area and a cosmetic treatment bay have been set up in the basement level. Skim downlights and wallwashers are used here too. Their borderless installation detail and shadow gap feature fit in perfectly with the style and precision of the interior design.

Address

Corso Como No. 2
20154 Milano

Tel. +39/02/65 71 16 4

Opening times:

Mon. 3pm-7:30pm, Tue. to Sat. 10am-7:30pm

www.boerlind.com

Architects

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www.burk-architekten.de



