

Architect: Rodolfo Dordoni, Mailand
Photographer: David Levenson, London
Project location: London

D&G Shop

Youthful, colourful and expressive fashion contrasted against a straightforward functional interior: that's the design concept of the D&G Shops, as exemplified by the London branch.

The initials of the designers Domenico Dolce and Stefano Gabbana stand for the youthful second range of products in addition to the exclusive "Dolce & Gabbana" collections, which are marketed in separate shops. The design concept of the D&G shops plays with the contrast between functional, sober interior design and the colourful, extrovert style of the fashions. Clear lines define shelves, fixtures and fittings. In addition to the clothing, the D&G collections also include accessories such as shoes, bags, watches and sunglasses.

In close cooperation with Dolce & Gabbana and Rodolfo Dordoni, the ERCO team in Milan developed the lighting concept for this and other D&G stores worldwide. The luminaires are track-mounted and a black powder-coated finish underlines their utilitarian character. The illumination of vertical surfaces - so crucial for spatial perception - is performed by Eclipse floodlights, whereas the flexible highlighting

of merchandise and eye-catching displays is provided by TM spotlights, some of which are fitted with flood lenses and sculpture lenses.

Highly efficient metal halide lamps (HIT 70W) are used as the light sources for the spotlights and floodlights. Combined with the brilliant light of the TM spotlights, a clever interplay of reflection and transparency is created with the interior's glass elements and gleaming metallic surfaces.

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www.dolcegabbana.it



