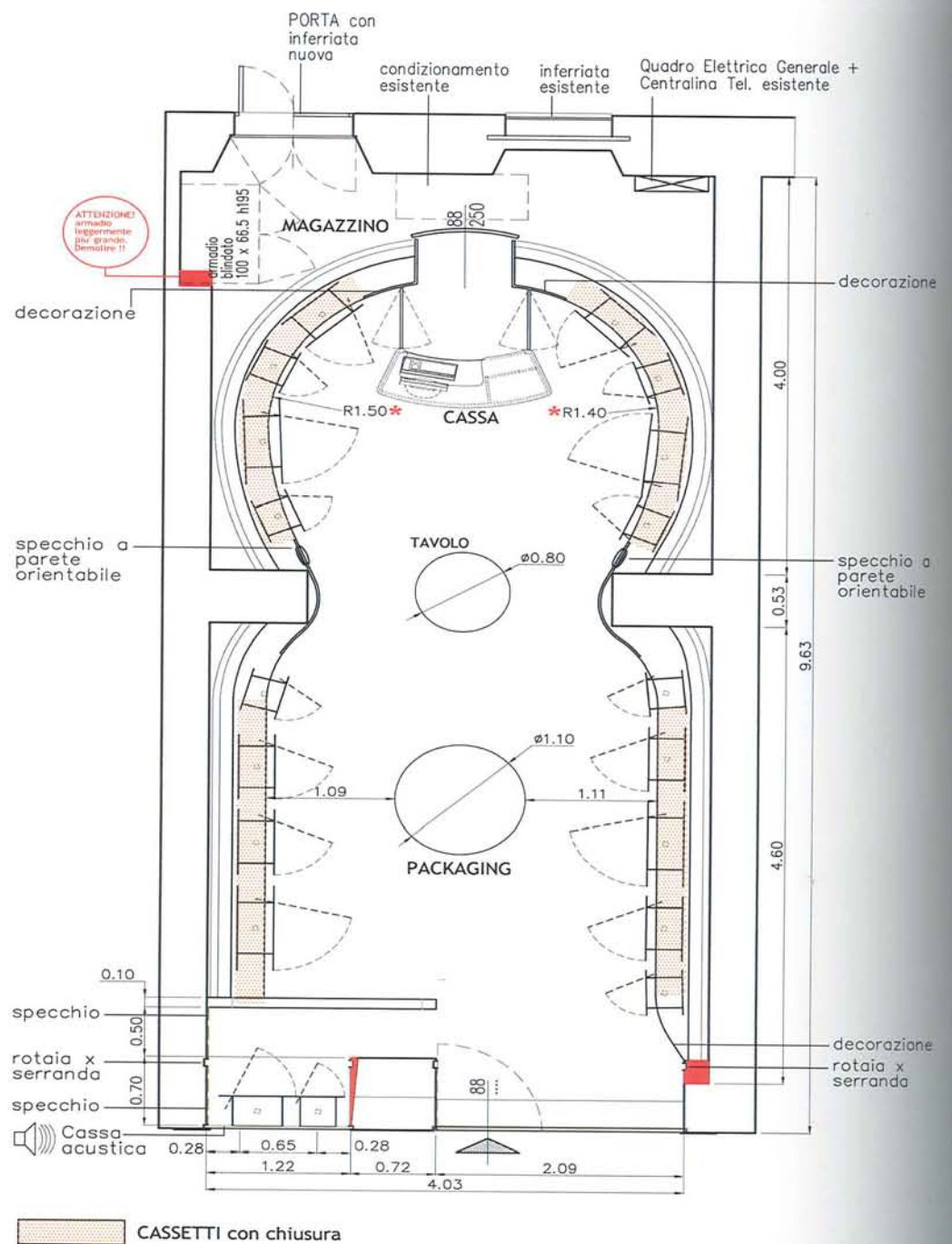




PASSION

CODE

JEWELLERY STORE DESIGN



Comete Gioielli

Design Agency: Studio Alberto Apostoli

Designer: Alberto Apostoli

Photographer: Luca Morandini

Alberto Apostoli has designed the concept retail for the Flagship of Comete Jewels in Milan. Thanks to the experiences consolidated in various fields of project, the Italian architect was able to transform a place of traditional purchase in a place of multisensory and emotional design. The

idea is born from the "claim" of the well known brand Comete - "Romanticamente schierati" (lined up in a romantic way) - that places side by side a rich intimate dimension of feelings and emotions and a rational and pragmatic attitude. The space assumes a double dimension, which allows to

communicate truth and dream with creativity. Emotion and colour are the key words of the plan, mainly interpreted through an important use of forms, light, sounds and aromas.





