

PRESS RELEASE 09 OCTOBER 2013

COMPLETION OF CLOSED STORE IN PARIS

PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN completes the first store in Paris for international fashion label Closed. As a continuation of the close and ongoing collaboration between the two companies since 2004, the interior design of the new store continues with the specially developed corporate architecture of the fashion brand, however showcasing a unique artistic approach reflecting its location in the fashion metropolis Paris.



This project marks the first development stage of a new generation of store concepts for Closed. Incorporating elements of the previous concept, the 59 sqm store located in Paris' popular shopping district Le Marais centres round a diverse set of cubes and rectangles. Enticing through their clear yet sculptural character, the geometric shapes provide for a variety of different presentation spaces for the collection as well as making up the changing rooms of the store. Playfully toying with material as a main design element, marble, steel and glass shelves structure the geometrical bodies – lit from the inside – and set special accents within the space. In relation to the concrete floor, the luxurious materials stainless steel, rich marble and coloured glass as well as the ceiling's irregular pattern of neon tubes provide an intentional, exciting contrast, emphasising the elegant yet innovative and authentic character of the international fashion label Closed. Generous marble slabs against the walls of the space provide additional eye catchers, underlining the precious yet flexible feel of the interior design. New window linings in polished stainless steel create a luxurious glistening emphasising the generous windows. A sliding coloured glass door allows insights into the storage and reflects the open and innovative character of the Closed brand.

Since 2004 PHILIPP MAINZER has globally designed and realised all showroom and store spaces as well as most exhibition presentations for Closed and created a recognisable brand architecture for the international label.

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## NOTES TO EDITORS

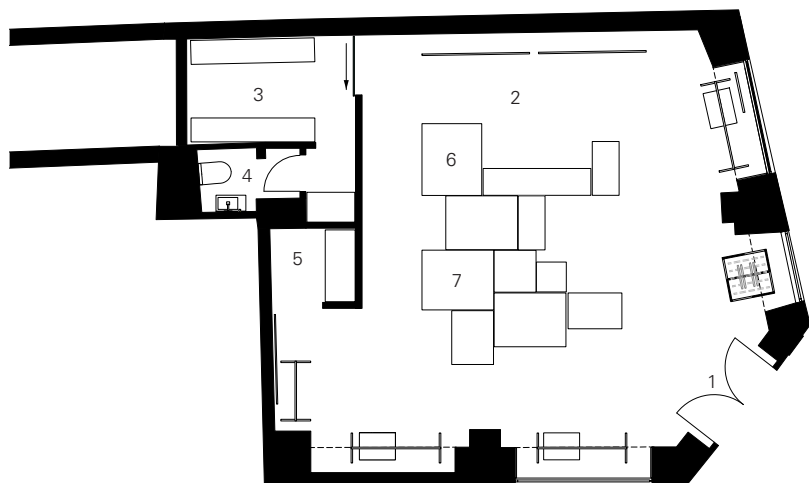
### FACTS

|           |                    |
|-----------|--------------------|
| Client:   | Closed             |
| Location: | Paris, France      |
| Status:   | Completed          |
| Site:     | 59 sqm retail area |

### CREDITS

|                  |  |
|------------------|--|
| Interior Design: | PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN,<br>planning phases 1-9 |
| Team:            | Johanna Egenolf, Elena Bühler, Julia Kluger                                |
| Textiles:        | Kvadrat  |
| Photography:     | Closed   |





Floor Plan Ground Floor

- 1 Entrance
- 2 Retail area
- 3 Storage
- 4 Toilets
- 5 Till area
- 6 Changing room 1
- 7 Changing room 2



Retail area



Retail area



Entrance





Changing rooms



Retail area





Shelf Denim

PHILIPP MAINZER  
OFFICE FOR ARCHITECTURE AND DESIGN

[WWW.PHILIPPMAINZER.COM](http://WWW.PHILIPPMAINZER.COM)

PHILIPP MAINZER  
OFFICE FOR ARCHITECTURE AND DESIGN

For the internationally operating office PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN the realisation of interior design and architecture projects for the private and public realm on a national and international scale are the main fields of activity.

PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN led by architect Philipp Mainzer consists of adept architects and interior designers experienced in the planning and implementation of large and small scale projects. Benefitting from a network of established contacts, the office also plans complex international projects. The offer of architecture services from PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN includes all building phases of architecture and interior design, exhibition design and product design. Those services are being complemented by the development and implementation of high quality interior fit outs. Previously integrated as part of the German high end design brand e15, both companies, e15 and PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN today act parallel and specialised however profiting from respective exchange, expertise and a network of established contacts, thus building a strong centre for competency.

Conceptually, the architecture of PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN is a continuation of the clear and distinct form language of e15 design in spaces. The focus here is on the high-quality creation of the space with use of light and materials. At the same time, the development of a corporate architecture for small scale, national as well as for global operating companies also presents a focus.

PRESS CONTACT

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