

PRESS RELEASE
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COMPLETION OF CLOSED STORE IN COLOGNE

PHILIPP MAINZER OFFICE FOR ARCHITECTURE AND DESIGN completes a new store in Cologne 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.

The new store further develops the new generation of store concepts for Closed. The 252 sqm store located in Cologne's city centre features a diverse set of geometric forms that make up a variety of different presentation spaces for the men's and women's collection, whilst elegantly toying with high-grade materials and original colours as a main design element. The luxurious materials rich marble, solid wood and stainless steel in combination with perforated steel boxes in original colours provide an intentional, exciting contrast, emphasising the elegant yet innovative and authentic character of the international fashion label Closed.

Industrially inspired cabinets from aluminium rib mesh with fluorescent top and bottom lighting in combination with classic, more elegant elements such as shelves in solid walnut and a table in solid oak in the men's area emphasise the casual yet luxurious character of the fashion label.

Encasing the staircase to the storage, aluminium rib mesh walls lit by fluorescent tubes provide an additional eye catcher, underlining the flexible feel of the interior design and reflecting 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.

ENDS.

NOTES TO EDITORS

Conceptualisation and execution planning:

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