

FACTSHEET

SHOP GEORG ET AREND

200 m² | Munich | €€

ARNO

Having entered the first store of the couture label Georg et Arend, we have thus assumed the role of the customer: Welcome to the entirely private dressing room.

The atmosphere of the GEORG ET AREND shop should be that of a private dressing room and create a feeling of privacy in all departments. Apart from the right conceptual approach, an appropriate understatement as regards the design was also required to achieve this objective.

The store was sub-divided into two areas: in a „public“ salon for the pret-à-porter line and a „private“ salon for the couture line.

A large cube that, due to its skillful paneling on all sides, gives the impression of a wardrobe and forms the center of the room. However, the paneling can be opened and closed at different places, sometimes being a drawer, sometimes being a hatch or a large door. Hidden behind these openings are the cash till, the changing cubicles, lying goods, such as jewelry and belts, as well as storage space with fridge & coffee maker.

Right from the outset we gave due consideration to the issue of modularity. It was therefore possible to move the store to another venue without any problems and to take along all its fixtures and fittings. Hence, sustainability means, among other things, to be prepared for the unexpected.



Arno Design macht Marken für Ihre Community begreifbar:



FULL-SERVICE

Concept, design, visualization, implementation, rental and purchase solutions, multimedia, graphics, styling, financial services. All trades from one hand.



WIDE-RANGING EXPERTISE

Working out briefings jointly, submitting budget recommendations, transparent offers. We see the bigger picture: Chances for up-selling and cross-selling.



UNIQUE DESIGN

Our design is unique, independent, sophisticated and of a high quality. Our creations reveal the special signature of the designer and attract positive attention in each industrial sector.



CLOSE COOPERATION

We have fostered the close exchange with our customers for 25 years and are open for any improvements. A good cooperation is important for us.



SUSTAINABLE BUSINESS ACTIVITIES

We are thinking and acting both economically and ecologically, because sustainability begins for us right with the first draft creation.