

Ellassay Fashion Flagship by Stefano Tordiglione Design Ltd

May 3, 2016

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Entering Ellassay's flagship store is like floating into the inside of a beautiful white rose – the symbol of the lady fashion brand. Recently revamped by Stefano Tordiglione Design, who came up with the original concept, its interiors remain graceful and romantic, differentiated in the store's three zones according to the tone of each of the brand's three fashion lines.



Throughout the store, the design has emphasized on creating a warm and welcoming feeling for visitors, with overlapping circular lines that are reminiscent of the rose petals.



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Ellassay is the brand's official line and is first to greet visitors on arrival.



A grand chandelier at the entrance is inspired in design by a rose, and is suspended over display furniture that similarly recalls the shape of the flower, yet in a more stylized way.



As visitors move further inside the store, elongated curved lines on the walls reference the rose petals again, encouraging visitors to imagine that they are inside the flower.





Vertical lines above those petals have been added to bring more energy to this area and also to lead customers towards the brand's other lines – specifically Ellassay Weekend where the vertical lines extend to cover the whole wall, reflective of the more energetic yet casual weekend wear on display.



Here a variation in the hanging height of the clothes also brings more dynamism, and a key lighting feature marks out the zone for this line – a halo of light set into the ceiling that is reflective of the more contemporary, toned-down style.



A further lighting feature now marks out Ellassay First, the high-end segment of the brand. This time clean-lined, sleek and grand.



The walls are of wood veneer, stylishly aligned in a geometric pattern that references the buds of a blooming rose when looked at from above.



The floor features a classic herringbone pattern in wood that sets this area apart, adding extra warmth to this discreet area.



All these features have reinforced the elegance and value of this high-end line.



VIP fitting rooms have been created in both the Ellassay and Ellassay First zones, comfortable and embracing to make clients feel special.



In the Ellassay First area the VIP room resembles an elaborate walk-in wardrobe with extensive hanging area, make-up tables and space for a full VIP treatment.



The designer has paid special attention to create a luxurious atmosphere to ensure clients get the best quality of service that they deserve.



Stefano Tordiglione's update to the design at Ellassay has brought a breath of fresh air to the store, allowing the Ellassay ladies to travel easily between the different lines yet to differentiate between them.



The rose concept resonates in a modern manner throughout the expansive space, creating a romantic and warm space that ladies are pampered.





Project Details:

Name of Project: Ellassay Fashion Flagship

Interior Design Studio: Stefano Tordiglione Design Ltd- <http://www.stdesign.it/en>

Name of Client: Shenzhen Ellassay Fashion Co Ltd

Chief Designer: Stefano Tordiglione

Location: Shenyang



Area: 500 sqm

Photo: Chester Ong

Ceiling: White paint

Floor: Cream white tile, light grey tile, white marble, oak wood floor

Wall: Grey brown paint, White glossy paint, Oak wood veneer, wallpaper

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Chester Ong

Ellassay Fashion Flagship

fashion brand

fashion store

oak wood

Stefano Tordiglione Design Ltd

vener