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Design elements from Pompeii, motifs from Roman temples and archaeological symbols manifest in Stefano Tordiglione Design's creative interior for the women's fashion boutique OU Fashion, inventing a crossed space fused with European historical notes and contemporary touches.



Drawing on southern Italy for the interior design concept, columns and colonnade-inspired motifs more commonly seen in the temples of ancient Italy are incorporated. On the walls blue floral paintings are reminiscent of those found in old Roman villas, while embossed patterns have the feel of the classical civilizations.



Towards the back of the boutique, a feature wall with the brand's name in neon is backed by an artwork inspired by archaeological findings at Pompeii. A central column houses pots filled with the distinctive fichi d'India, flowers typical of those found in and around Roman temples.



But it is not all ancient history at OU Fashion as Stefano Tordiglione also adds contemporary touches to the interiors, bringing the brand into the present day. Cement floor tiling is complemented by black and green metal frames on which hang the brand's fitted, feminine creations, while splashes of green elsewhere lighten the mood and feel of the boutique.



Outside the fitting rooms mirrors with striking black frames appeal to the target customer, while on the floor white outlines indicate where furniture, rails and clothes should hang, adding a playful touch to the interior design.



Subtle archaeological references lend the boutique and brand a certain gravitas, while contemporary touches, splashes of colour and unique design elements make the interior trendy and playful, appealing to the stylish young customer. This mix and match of history and contemporary is the fun in the design of OU Fashion boutique, unleashing the dynamics and energy of this young brand.

Design: **Stefano Tordiglione**

Photography: **Kenneth Tam**











