



STONE ISLAND INAUGURATES CHANGSHA STORE

June 25th, 2026 - Stone Island is pleased to announce the opening of its store in Changsha, located on the ground floor of Changsha IFS. With an area of 99 square metres, the store adheres to the brand's global retail concept developed in partnership with OMA/AMO, rooted in Stone Island's founding innovation ethos, expressed through ongoing investigation of materials and processes, as well as design collaborations. As with Stone Island garments, the environment is conceived through layers of material transformation, where function, treatment and experimentation define the final expression.

The store's exterior features transparent, full-height glazed windows, revealing the depth and layering of the space within. To one side of the entrance, a deep green glass curtain wall is characterised by the Stone Island Compass logo in stainless steel, applied frontally. The window display hosts a digital mannequin: a full-height video element projecting a sequence of frames showcasing the pinnacle pieces from the brand's collections.

Inside, the space is introduced by a large display module in tropicalised stainless steel, which draws visitors further into the store. The raw texture of the sprayed ceiling is complemented by a lighting system designed by Tim Hooijmans, which defines the overall industrial character of the environment. The interior integrates a rich variety of materials with distinct layers, articulating the culture of transformation and elevation of fibres deeply rooted in Stone Island's heritage. Walls in rammed earth alternate with surfaces clad in signature cork, burnt, sandblasted and coated, resulting in a dark, textured finish that emphasises the contrast between raw surfaces and treated material, forming a dialogue with the sharp lines of the tropicalised steel elements throughout the store.

Circular fitting rooms, made of corrugated, manually sandblasted metal panels treated with sand and resins, contribute to the store's tactility, while a multi-panel display looping Stone Island's latest campaign introduces a dynamic visual element into the space. The store includes a lounge area defined by the Osaka sofa by La Cividina, designed by Pierre Paulin and featuring a curved shape in green wool felt, combined with the upholstery element underneath, as well as a low table from Tim Teven's Tube series. Together, these elements further strengthen the concept of a store conceived as a space where the Stone Island community can immerse themselves in the brand's spirit of continuous research.

STONE ISLAND CHANGSHA

L147, No. 188 Jiefang West Road, Chanshai IFS, Furong District, Changsha

About Stone Island

Stone Island is a global leader of product design and garment innovation. Founded in Italy in 1982, it has consistently pushed fabric technology and experimentation, particularly focusing on functionality and utilitarianism. Design is driven by purpose, resulting in an immediately recognisable signature of cut, form, materiality and colour. For over four decades, Stone Island has built an ever-growing worldwide community which both celebrates the brand's heritage and is activated by new product developments.