

## **STONE ISLAND OPENS NEW HANGZHOU FLAGSHIP**

**May 29<sup>th</sup>, 2025** – Stone Island is pleased to announce the opening of its flagship store in Hangzhou, located within the in77 Hangzhou Hubin Yintai complex. The store spans 234 m<sup>2</sup> and extends the brand's global retail concept rollout in partnership with OMA/AMO reflecting Stone Island's founding values of innovation and experimentation highlighting pioneering processes, materials and design collaborations. The Hangzhou opening precedes the relocation of the Stone Island store in Hong Kong, set to reopen on July 1st as part of Harbour City at Level 2, Gateway Arcade.

Located at Yintai in77 on Dongpo Road, the new Hangzhou flagship store reflects Stone Island's dedication to material research and community engagement. Set across two floors, the space presents the brand's full offering, including the Stone Island Ghost, Marina and Stellina capsule collections. A key innovation of the global retail concept is immediately visible through the large storefront window: a digital display system known as the Chandelier. Suspended from the ceiling, it can tilt, rise and descend, or serve as an illuminated display feature. At the entrance, a semi-circular, corrugated metal niche recalls the architectural language of the Stone Island flagship in Paris and Shanghai. Throughout the store, materiality is crucial to the design concept, which has been led by Samir Bantal of OMA/AMO. Cork is the key element of the new global store concept, which has been burned, sand-blasted and coated. The resulting dark, structured material has functional properties, both absorbing sound and working against humidity.

On the ground floor, the perimeter wall is clad in burned, sand-blasted and coated cork, revealing a staircase showcasing material experimentation with blue oxidized metal, echoing the principles first applied in the Munich flagship.

The second floor incorporates key Stone Island design elements, including cork walls with round niches, corrugated sand sprayed changing rooms, rammed earth walls, and perforated metal walls with display niches, again highlighting the brand's relentless pursuit of material innovation.

As always, the store integrates unique design contributions, including Tim Hooijmans's custom lighting system that runs across the ceiling, up until the minimalist anodized aluminium display table designed by Johan Viladrich and Markus Toll's SUPERSEDIA steel bench.

At the foundation of the retail concept is a vision to create spaces where the Stone Island community can explore the brand on a deeper level – supporting the idea of a collaborative platform that brings together multiple design voices.

**STONE ISLAND HANGZHOU**  
**L1014, Area A, in77 Hangzhou Hubin Yintai**

### **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.

**About OMA /AMO**

OMA is an international practice operating within the traditional boundaries of architecture and urbanism, led by seven partners with offices in Rotterdam, New York, Hong Kong, and Australia. AMO is a research and design studio that applies architectural thinking to domains beyond, such as exhibitions, scenography, and strategy. AMO, led by Samir Bantal since 2016, established a long-lasting collaboration around fashion brands, where store design is part of a broader involvement around brands like Prada and Off White. Stone Island is the latest partner for which AMO designs multiple stores and helps to curate brand messaging through its online and offline environments.