

STONE ISLAND OPENS NEW ROME FLAGSHIP

July 24, 2026 – Stone Island opens its new Rome flagship at Via del Babuino 132, continuing the evolution of its global retail concept developed in collaboration with Samir Bantal and OMA/AMO. Located within a traditional Roman palazzo and spanning 200 sqm across the ground and first floors, the new space translates Stone Island's culture of research, material innovation and experimentation into a retail environment conceived not only for product discovery, but also for dialogue and community.

The project reflects Stone Island's ongoing exploration of how architecture can express the same principles that define its products: functionality, continuous evolution and an uncompromising approach to material research. While preserving the character of the historic building, the store introduces a new spatial language that balances innovation with respect for the existing architecture.

On the ground floor, the original arched storefront openings have been retained, while a digital mannequin installation animates the windows, extending the dialogue between the store and the city beyond the physical boundaries of the building.

At the centre of the project is the *Hyperobject*, a sculptural spatial intervention developed to unify the fragmented layout of the historic palazzo into a continuous retail experience. Formed from a large carved cork volume that integrates the building's original concrete staircase, the *Hyperobject* creates a sequence of distinct environments, including a circular capsule room alongside more intimate spaces dedicated to private appointments and client experiences. Around this central intervention, a restrained architectural palette allows generous product presentation and clear visual connections throughout the store.

Material investigation remains fundamental to the project. Burned cork, ribbed plaster, acoustic spray ceilings, perforated metal, rammed earth, green pine wood, and green carpet combine natural and industrial surfaces in a dialogue that reflects Stone Island's longstanding fascination with experimentation, process and technical innovation. Integrated backlit ceilings reinforce the sculptural character of the *Hyperobject* while emphasising the relationship between light, material and architecture.

As with every new generation of Stone Island store, the project also serves as a platform for ongoing creative collaboration. Custom-designed elements include a display trunk by Elvis Wesley, lighting by Tim Hooijmans, a table and stools by Tim Teven, and audio systems developed by Ledongil Workshop, bringing together contributions from designers whose work shares Stone Island's commitment to research, craftsmanship and innovation.

More than a retail destination, the Rome store has been conceived as a place where architecture, product and community converge. It joins Stone Island's growing network of global flagship stores, each developed as an expression of the brand's culture of research and as an environment where its continuing exploration of materials, processes and design can be experienced beyond the product itself.

STONE
Via del Babuino 132, 00187

ISLAND

ROMA

About Stone Island

Stone Island is a global leader in product design and garment innovation. Founded in Italy in 1982, it has built its reputation through continuous research into fibres, textiles, manufacturing techniques and garment treatments. Every collection is driven by experimentation, where function generates form and material innovation becomes design. This culture of research has established a distinctive visual language, defined by purpose, materiality and technical innovation.

For more than four decades, Stone Island has built a global community united by a shared appreciation for research, functionality and continual evolution. Through products, spaces and cultural initiatives, the brand continues to explore new ways of connecting innovation, design and community.

About**OMA****/****AMO**

OMA is an international architectural practice operating within the traditional boundaries of architecture and urbanism. AMO is OMA's research and design studio, applying architectural thinking beyond the built environment.

The collaboration between Stone Island and OMA/AMO is founded on a shared commitment to research, experimentation, and innovation. Led by Samir Bantal, Partner at OMA, AMO has developed the evolving global retail concept for Stone Island, creating environments where architecture extends the brand's culture beyond the product into spaces of discovery, dialogue, and community.

Working across architecture, design and brand strategy, OMA/AMO approaches each Stone Island project as part of a broader cultural ecosystem, where retail becomes an expression of the brand's ongoing investigation into materiality, functionality and contemporary design.

Note to Editors:

To mark the opening of the new Rome store, Stone Island presents a limited-edition interpretation of the HAND PAINTED DAVID LIGHT-TC parka, created exclusively for the new flagship.

The garment brings together two of Stone Island's most emblematic areas of research—material transformation through garment dyeing and hand-applied surface treatments—in a unique Ocean Green edition.

Crafted from lightweight Japanese polyester Tela, the garment is pressure dyed at high temperature to transform the characteristics of the underlying material before being hand painted using specially developed pigments blended with a polyurethane component, creating a distinctive camouflage effect and enhanced material depth.

Positioned at the centre of the chest, the iconic Stone Island badge with white embroidery identifies garments representing the most advanced expression of the brand's ongoing research.

Exclusive details include the coordinates of the Rome store embroidered on the back and a dedicated internal jacquard label featuring the word 'ROMA', created exclusively for this edition.