STONE ISLAND

STONE ISLAND OPENS RELOCATED NEW YORK FLAGSHIP,

CELEBRATING 10 YEARS IN SOHO

September 25th, 2025 – Stone Island is proud to announce the opening of its relocated New York flagship, marking ten years since the brand first arrived in SoHo. This new opening continues the global rollout of Stone Island's next-generation retail concept, developed with Samir Bantal, director at AMO. The store was designed in collaboration with Jason Long, partner at OMA NY. Located at 70 Greene Street, designed to reflect the brand's pillars of material research, community, and cultural programming, the store spans 3175 sqft (295 sqm) across the ground and basement levels of a classic SoHo cast-iron building.

Set within a long, linear floorplan, the space is organized as a sequence of spatial zones that gradually shift in pace. At the entrance, a gallery-like area introduces the Stone Island's identity and current collection to the customer. Visitors then progress to the central hub of the store designed for the fast visits. A downward slope then leads into the lower level, a more intimate, experiential zone for private fittings, appointments, and gatherings. Conceived as a speakeasy-style club space, this area welcomes the Stone Island community through music, books, and a bar.

The full Stone Island range is presented across both levels, including the Ghost, Marina, and Stellina sub-collections.

As always, material experimentation lies at the heart of the concept. Industrial cues from both SoHo and Stone Island's DNA are reinterpreted through distinctive elements: burnt cork, ribbed plaster, and stained pine. These surfaces not only define the visual identity of the space but also provide functional benefits such as sound and humidity control.

As part of an ongoing creative collaboration platform, the store features custom design contributions: lighting by Tim Hooijmans, lounge furniture by Tim Teven and the Supersedia bench by Markus Töll. Sound—a central element of the brand experience—is delivered via in-wall speakers and a custom audio system also developed by Ledongil Workshop. At the lower level, a bespoke loudspeaker sound system by Friendly Pressure is activated through a DJ booth in the space for special events and cultural programming.

The new flagship aligns with Stone Island's vision to shape meaningful brand spaces that deepen engagement and reinforce community. It is the latest realization of the brand's architectural collaboration with OMA/AMO, joining recent openings in Paris and Hangzhou as part of an ongoing global retail evolution. Stone Island CEO Robert Triefus remarked: *"This new store cements our foundations for long-term growth in North America, a region that holds a great potential for our brand. More than a brick-and-mortar space, we have crafted it as a living place for our community to connect, live and breathe our shared culture, and become part of the ongoing story of Stone Island."*

To celebrate the new opening, Stone Island presents a special-edition UNEVEN RIPSTOP PRISMATICO short parka, available exclusively at the Stone Island New York flagship store. This limited piece is crafted from ripstop cotton, dyed with a specific black corrosive dye and rubberised on the exterior with a shiny, fine-grained polyurethane film to achieve a prismatic effect. The garment is then washed to remove the pigment, which remains visible along the seams and in areas where the fabric is layered. Finally, it is treated using specialised double-dyeing techniques. The final piece features a unique Blue Marine shade, created exclusively for this edition, and includes back branding with the geographical coordinates of the New York flagship. The parka is finished with a detachable, down-filled inner layer, garment-dyed in the same blue tone.

STONE ISLAND NEW YORK
70 Greene Street, New York, NY 10012

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To celebrate the opening of its new flagship store in New York, Stone Island presents *Friendly Pressure: Studio One_NY* — a genre-spanning sonic journey that flows seamlessly from ambient and jazz to drill, afrobeats, and club-driven dance music.

Following its debut during Milan Design Week 2025, this second chapter continues the collaboration between Stone Island and Friendly Pressure, the bespoke sound system studio founded by Shivas Brown in London.

Inspired by the communal energy that sparks musical creativity, the New York edition features a full-day program of live sessions, each dedicated to a different genre. Together, they form a sonic arc that builds in rhythm and intensity throughout the day.

Friendly Pressure: Studio One_NY reaffirms itself as a direct extension of Stone Island's LAB & LIFE philosophy — where LAB represents rigorous material innovation, and LIFE celebrates the identity, lived experience, and shared culture of the Stone Island community.

The installation centers around an immersive music room — enclosed by full-length black curtains and grounded by a deep purple carpet to heighten sensory engagement. At its core stands a custom-built, high-fidelity audio system, engineered exclusively for Stone Island Sound by Friendly Pressure. Merging timeless design with modern manufacturing and audio engineering, the modular sound system pays tribute to the golden era of recorded music — treating sound as both a physical and emotional encounter.

At the heart of Studio One are a pair of custom speakers featuring unity horns and subwoofers engineered by Bosco Taylor. Years in the making, these unity horns converge multiple frequencies into a single point of origin — producing an audio experience that is precise, powerful, and deeply resonant.

Conceived as a moment of shared experience and creative exchange with New York's local community, the activation fosters new connections — each one a spark for ever more dynamic encounters to come.

EVENT DETAILS

45 Grand St, NY, NY

Saturday, September 27
12 PM – 8 PM

Please register at: www.stoneislandnyc.com
Registration is required to guarantee entry, as capacity is limited.

PROGRAM OF THE DAY

SATURDAY, SEPTEMBER 27th		
SESSION 001 12:00 AM – 2:00 PM	12:00 AM	**Adrian Younge** [Jazz]
	1:00 PM	**Max Glazer** [Reggae Rockers]
SESSION 002 2:00 PM – 4:00 PM	2:00 PM	**Charlotte Day Wilson** [R&B]
	3:00 PM	**Mo Yasin** [Deep House]
SESSION 003 4:00 PM – 6:00 PM	4:00 PM	**Aqutie** [Afro Beats]
	5:00 PM	**DJ Swisha** [Jersey Club]
SESSION 004 6:00 PM – 8:00PM	6:00 PM	**Annabelle Kline** [New Wave]
	7:00PM	**Zillion** [Club/Hip-Hop]

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.

About Stone Island Sound

Stone Island Sound is the evolving music-oriented project that embraces Stone Island's ongoing commitment to contemporary culture. Built on the brand's mantra of "Community as a Form of Research," it reflects Stone Island's deep cultural roots and the brand's embrace of its community from all walks of life.

Stone Island Sound is available to stream via Apple Music and Spotify.

Stone Island Sound_Live is available exclusively on Apple Music, with specific sets recorded in Spatial Audio.

About Friendly Pressure

Friendly Pressure is a bespoke sound system studio founded by Shivas Howard Brown in London. The studio designs and builds custom hi-fidelity audio systems for homes and a wide range of venues, while leading activations that foreground the joy and togetherness of sonic experience. FRIENDLY PRESSURE blends timeless design aesthetics with cutting-edge production techniques, marrying the insights of material sciences and audio engineering.