

## STONE ISLAND OPENS NEW PARIS FLAGSHIP

**January 22, 2025** - Stone Island announces the relocation of its Parisian store, opening at Rue St. Honoré 223. Reflecting the brand's founding values of research and experimentation, the store spans over 200m<sup>2</sup> and adheres to the global retail concept developed in collaboration with OMA/AMO, showcasing innovative processes, materials and design collaborations.

Housed within the interiors of a traditional Haussmann-style building in the 1st arrondissement, the new store continues Stone Island's commitment to material innovation and community engagement. Featuring a large skylight allowing for natural light to pervade the space, the Paris location is spread over two floors and features the full Stone Island range, including the Stone Island Ghost, Marina and Stellina capsule collections. With a black metal frame façade that offers a generous preview from the outside, the store's design respects the building's historic character while incorporating distinctive materials that are now a signature of the brand's global retail presence.

Key elements of the store concept by OMA/AMO are dark, textured cork walls, result of a process that involves burning, sandblasting, and coating; this technique also provides sound and humidity absorption properties. Cork alternates with walls made from compressed layers of soil, evoking the veins running through the earth. Another signature are the recurring collaborations with creatives, including the light fixtures by Tim Hooijmans of De Studio made from durable and recyclable aluminium billets, which minimise energy consumption while maximising longevity.

At the entrance visitors are greeted by a minimalist display table made of anodized aluminium designed by Johan Viladrich, and a large scale speaker designed by Mo Yasin, playing tracks from the Stone Island Sound project, creating an immersive auditory experience. Clad with neutral Alpi Wood, Yasin's design pays tribute to the city's multicultural music scene and community. Towards the end of the ground floor, a glass vitrine designed by Phil Procter encloses garments from the Stone Island Archive, highlighting the brand's legacy of research into cutting-edge materials and treatments. Customers will also be able to pause and relax and a daybed chair designed by Markus Toll in a custom palette created specifically for the Paris store.

A stainless steel and glass staircase leads to the first floor, with a perforated stainless steel wall with a series of mini digital screens connecting the two levels. Continuing further, the stainless steel of the staircase covers a portion of the first floor walls, creating the space for a pill shaped red niche and the ceiling lighting system conceived by designer Davide Groppi, nestled within the metal ceiling. At the first floor, visitors are welcomed by a red round niche, alongside the now iconic aluminium trunk designed by Elvis Wesley.

Underlying the retail concept developed with OMA/AMO is the commitment to shape spaces for the Stone Island community to engage with products on a deeper level, always fostering the idea of a collaborative platform for multiple design contributions to come together.

STONE ISLAND PARIS  
223 Rue St. Honoré 75001

### **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.

Note to editors:

To celebrate the new opening Stone Island introduces a special GLASS COVER-TC bomber jacket, exclusively available at the Stone Island Paris flagship. This limited-edition piece, with only 15 numbered items, showcases a unique 'under glass' effect, created by the polyester mesh construction, which is protected by a semi-gloss transparent polyurethane film. The Stone Island logo, printed on the reverse side of the fabric, is visible from the exterior, with the semi-gloss cover providing a three-dimensional effect.