



Year: 2018

Service: retail, merchandising

Long ago Balmain Hair has proven its right to create everything luxurious. Back in 1945 famous French couturier Pierre Balmain opened his first boutique in Paris. His company produced luxury collections, and among his clients were Vivien Leigh, Jean-Paul Belmondo, Katherine Hepburn, Marlene Dietrich, Brigit Bardot, Sophia Loren and Jennifer Jones. Since the 70s the company also decided to do accessories and perfumes.

Developing luxury brands shops involves the use of the highest quality materials; another difficulty in manufacturing was using materials without interconnections. In result for construction of the Balmain corner we used "Dibond" - i.e. aluminum panel of a 2-6 mm material consisting of a polyethylene base coated with two pre-painted 0.3 mm thick aluminum sheets.

On the whole, the concept of the corner design can be described as elegant minimalism - "luxury in simplicity".

