

## SUCCESS CASE

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Loewe flagship store

# BLENDING PURE TRADITION WITH TECHNOLOGY

# INTRO



*“Aluma3 worked together with Loewe on a project that blends pure tradition with the most comprehensive technology and modernity.”*



Loewe decided on a new retail furnishing design using tiles. To inaugurate this concept for the first time in Spain, we went to the El Corte Inglés at the Diagonal in Barcelona and the El Corte Inglés at Goya in Madrid, where the brand has its flagship stores and where we carried out the project in line with the brand's own values of craftsmanship and quality.

Thanks to the trust placed in us by the Loewe team, we had the opportunity to manage and implement the technical aspects of their new design concept, while respecting deadlines and budget.



## ABOUT LOEWE

**L**oewe is a Spanish luxury brand, part of the LVMH group, which is among the best brand names in the world. In its more than 170-year history in the fashion and leather goods industry, its journey has always been defined by craftsmanship, refined manufacturing and support for art.

With its flagship store in Madrid's prestigious Salamanca district, Loewe has more than 160 owned stores in over 30 countries around the world.

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*“With over 170 years as one of the world's leading luxury brands, Loewe is committed to contemporary art, craftsmanship and design.”*  
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# THE CHALLENGE

PURE TRADITION

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*“Craftsmanship  
is the essence  
of LOEWE. As  
a company, we  
are dedicated to  
craftsmanship in  
the purest sense  
of the word. This  
is where our  
modernity lies, and  
the importance of  
this concept will  
never wane.”*

*Jonathan Anderson,  
LOEWE Creative Director*

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## THE CHALLENGE

PURE TRADITION



Ever since Loewe was founded in 1846, the firm has been true to its commitment to craftsmanship. This value is implicit in everything it does. So the new retail furniture for flagship stores just had to reflect this philosophy.

As is the company's custom, Loewe commissioned a small Spanish family business to produce all the tiles that make up the stands. The supplier, Keramik, also shares the values of respect for traditional techniques and hand made production of its tiles.

Aluma3 was responsible for the relationship with the supplier, who we collaborated with in the delivery of the tiles needed to design the stands.

1,000 ceramic tiles of the best quality and finish were necessary for each project. Individually hand made and decorated, the work involved longer production times and less accuracy and similarity in size than in industrialised designs.

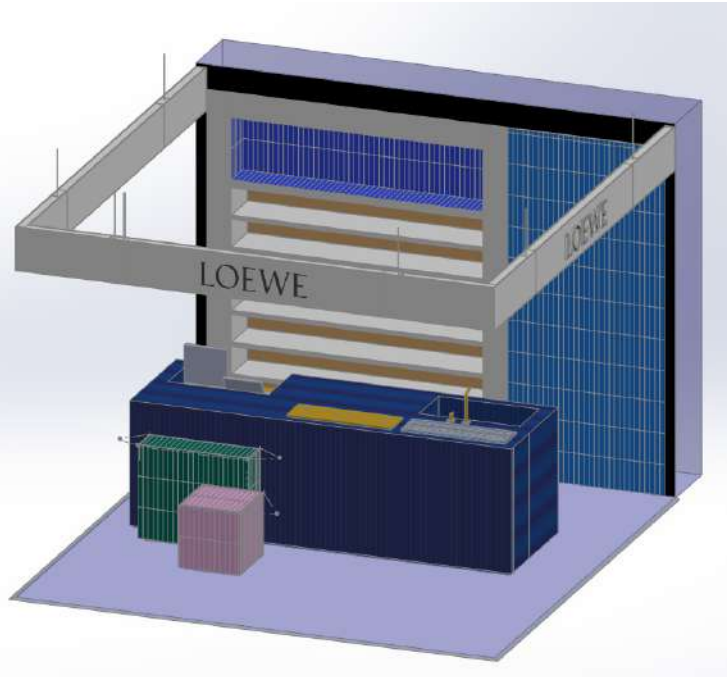
The scale of craftsmanship in the materials was the most important challenge. As each tile was unique and differed in size from the other, even if the difference was minimal, Aluma3 had to discard, select and place, piece by piece, each of the 1,000 tiles for the exterior area of the stands. It took hours and hours of painstaking work to achieve an impeccable finish.

Another challenge that was closely related to the ceramic tiles was the physical weight of the project. The furniture and the walls are very heavy because they are lined with ceramic tiles. This adds a further layer of complexity when assembling the furniture.

In the flagship store of El Corte Inglés at Goya, we had the advantage of previous experience with the other stand and so we could complete it faster. Even so, it was a demanding task, but we managed to complete it with excellent results.

## THE CHALLENGE

THE MOST COMPREHENSIVE TECHNOLOGY



Loewe's flagship stores also needed product storage spaces that did not modify the overall exterior design provided by the brand. At first glance, the space for product storage is the wall shelf. But they not only fulfil a purely aesthetic purpose, they're simply not enough to hold the entire stock.



**T**hanks to the technology we use at Aluma3, we were able to work on the initial development of the stands in the technical office. Our CAD/CAM software and 3D design enabled us to get a more accurate and global picture of the project.

Designing the Loewe stand in infographics enabled us to determine the number of tiles needed. The fact that each tile is entirely handmade also means that the dimensions of each one is different and that makes it difficult for all of the them to share the same dimensions. So we had to downscale our work to "manual labour", placing all the tiles one by one, ensuring a margin of quantity so that the result would be perfect.



## THE CHALLENGE

THE MOST COMPREHENSIVE TECHNOLOGY



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***“Our CAD/CAM software and 3D design offers us a more accurate and global view of the project. It's a tool that speeds up the whole process.”***

Thanks to our know-how and with a little help from technology, we provided smart storage solutions that do not affect the exterior design, creating storage spaces inside the stands that are hidden by the tiles.

**THE  
CUSTOMER  
JOURNEY  
INSIDE THE  
FLAGSHIPS**



**T**he spaces in the flagship stores are designed to escape from “horror vacui” by offering the customer a space to feel free to move around in and discover the brand’s line of perfumes and candles.

They also serve their purpose perfectly: to test fragrances and enable cross-selling. Two indispensable features of luxury goods.

The highlight is in the centre of the main stand, where customers can wash their hands in a basin with a tap after trying the product.



## FINE TUNING

**A**luma3 has extensive experience in installing retail furniture at El Corte Inglés (ECI). We know and manage the process to perfection, meeting established deadlines and requirements.

To install these Loewe flagships inside ECI, we had to work at night with very little time to spare. That's why we always rely on a very well-coordinated team of professionals.

The installation was carried out over two nights at the flagship store in Barcelona, while Madrid needed three nights, since the floor was made of waxed concrete tiles, which needed some time to dry and settle. So that was the job we did on the first night. Secondly, we set up all the retail furniture, the stands, and we got everything ready to open and operate the flagship stores.

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*“At Aluma3 we make our clients' briefing real, we are specialists in luxury retail brands.”*



