



SUCCESS CASE



Brand evolution and space adaptation

Flagship store Jo Malone Madrid



Introduction



The Jo Malone London flagship store in Madrid represents far more than an aesthetic renovation. It is a **strategic update of an iconic space, designed to reflect the brand's evolution without losing its essence.**

A project where design, premium materials, technology and user experience come together with precision and in which Aluma3 has played a key role as both technical and creative partner.

About Jo Malone



Since 1999, Jo Malone London has been the British benchmark for luxury expressed through fragrance.

Jo Malone London is synonymous with **timeless elegance, understated sophistication and warmth**. Unlike other luxury brands that rely on spectacle or celebrity-driven campaigns, Jo Malone builds its identity through simplicity, detail and visual consistency.

Its retail spaces are a direct extension of that philosophy: carefully considered, **bright and serene environments that put the focus on the product and the customer experience**. While its aesthetic has distinctly British roots, the brand has in recent years embarked on an evolution towards a more contemporary language, always preserving that balance between luxury and approachability that defines it.



The objective



The Jo Malone store on Calle Jorge Juan in Madrid is **one of the brand's main flagship stores in Spain**. After many years without significant changes, the space had become outdated compared to other locations, particularly Barcelona, where the new brand image standards had already been implemented.

The project's objective was clear: **modernise the store**, incorporating new materials, technology and lighting, without losing Jo Malone's DNA. The renovation needed to communicate a more current image, aligned with the brand's international evolution, while preserving its characteristic elegance and welcoming atmosphere.

The project also aimed to **enhance the user experience** through more refined staging, efficient LED lighting and the integration of audiovisual solutions that would enrich the customer's journey through the space.





Technical challenges



Measuring and adapting a non-standard space

One of the main challenges was the **measurement of the premises**. It was an old space with irregular geometry, no perfectly right angles and multiple adaptations carried out by previous owners. This reality clashed with the brand's international furniture standards, whose dimensions are defined at a global level.

To resolve this, the existing furniture had to be completely dismantled and **adaptation works** carried out. We created more harmonious spatial transitions and surfaces that allowed the new elements to be installed without compromising either the aesthetics or the functionality.

Planning and execution timeline

Planning was one of the determining factors in the project's success. The work began with a lead time of approximately ten months, which allowed potential issues to be anticipated and every detail to be refined with precision.

How we did it



Planning and execution timeline

The conceptual design of the space, as well as the definition of the user experience, came from the brand's international headquarters in London. Aluma3's role was to **translate that global design into the actual space, adapting it to the dimensions and specific characteristics of the Madrid location.**

This process involved multiple adjustments and revisions, always in close communication with the client. Jo Malone's collaborative, open and understanding attitude facilitated agile project development and enabled sound decisions to be made at every stage.





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The result is a space that faithfully meets the brand's international standards, yet is perfectly integrated into its local context.

Materials and aesthetics



The selection of materials and colours was one of the project's cornerstones. Far from seeking complex solutions, the challenge lay in **combining apparently simple elements in a way that was both harmonious and coherent with the brand's identity.**

The aesthetic of the space was built around a **sober and elegant palette** based on off-white and matte black. The key materials include

- **Corian**, chosen for its clean visual quality, durability and versatility
- **Solid stone and marble**, which bring visual weight and a sense of understated luxury
- **Beige textiles** on the backwalls, designed to soften the overall look and add warmth
- **Metals** for the shelving and furniture finishes.





Sustainability



Sustainability is an increasingly prominent consideration in retail projects. In this project, **the metals used are F1 laminates sourced from recycled materials.**

At Aluma3, sustainability and internal waste recycling are part of a well-established working philosophy. The **responsible management of waste generated** during manufacturing and installation processes is systematically integrated into every phase of the project.

Final result



The renovation of the Madrid store reinforces Jo Malone's positioning as a brand capable of evolving without abandoning its essence.

Aluma3's distinctive value in this project has been its ability to adapt an international design to a complex real-world space, resolving technical challenges without compromising the aesthetics or the user experience.





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we bring our
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