



SUCCESS CASE



Blending tradition with technology

Flagship store Loewe



Introduction



Loewe is launching a new retail furniture design concept built around tiles.

To debut this concept for the first time in Spain, we travelled to **El Corte Inglés de Diagonal** in Barcelona, where the brand houses its flagship store, and where we delivered the project in keeping with the values of craftsmanship and quality that define the house.

Trusted by the Loewe team to bring their new design concept to life at a technical level, Aluma3 delivered the project on time and within budget.

About Loewe



With over 170 years as one of the world's most important luxury houses, Loewe is committed to art, craftsmanship and contemporary design.

Loewe is a Spanish luxury brand, part of the LVMH group, and one of the most prestigious houses in the world.

With its flagship store in Madrid's renowned Salamanca neighbourhood, Loewe operates more than 160 of its own stores across over 30 countries worldwide.



“

"Craftsmanship is the essence of LOEWE. As a house, we are devoted to craft in the purest sense of the word. This is where our modernity lies, and its importance will never fade."

Jonathan Anderson
Creative Director, LOEWE



The challenge



Tradition at its purest

Since Loewe was founded in 1846, the house has remained true to its commitment to craftsmanship. Everything it does carries that value as an inherent part of its identity — and the new retail furniture for the flagship was never going to be any different.

Loewe commissioned **a small Spanish family business to produce all the tiles that make up the stands**. The supplier, Keramik, shares those same values of respect for traditional techniques and the handmade nature of their tiles.





The challenge



1,000 high-quality, finely finished ceramic tiles were required for this project. Being made and decorated by hand, one by one, meant longer production times and less dimensional uniformity than industrially manufactured alternatives.

This handcrafted approach to materials presented the greatest challenge of the project. Because each tile was unique and varied slightly in size from the next, however marginally, the Aluma3 team had to sort, select and place every single one of the 1,000 tiles for the exterior of the stands individually. It took countless hours, and it was those hours that made the difference between a good result and a flawless one.

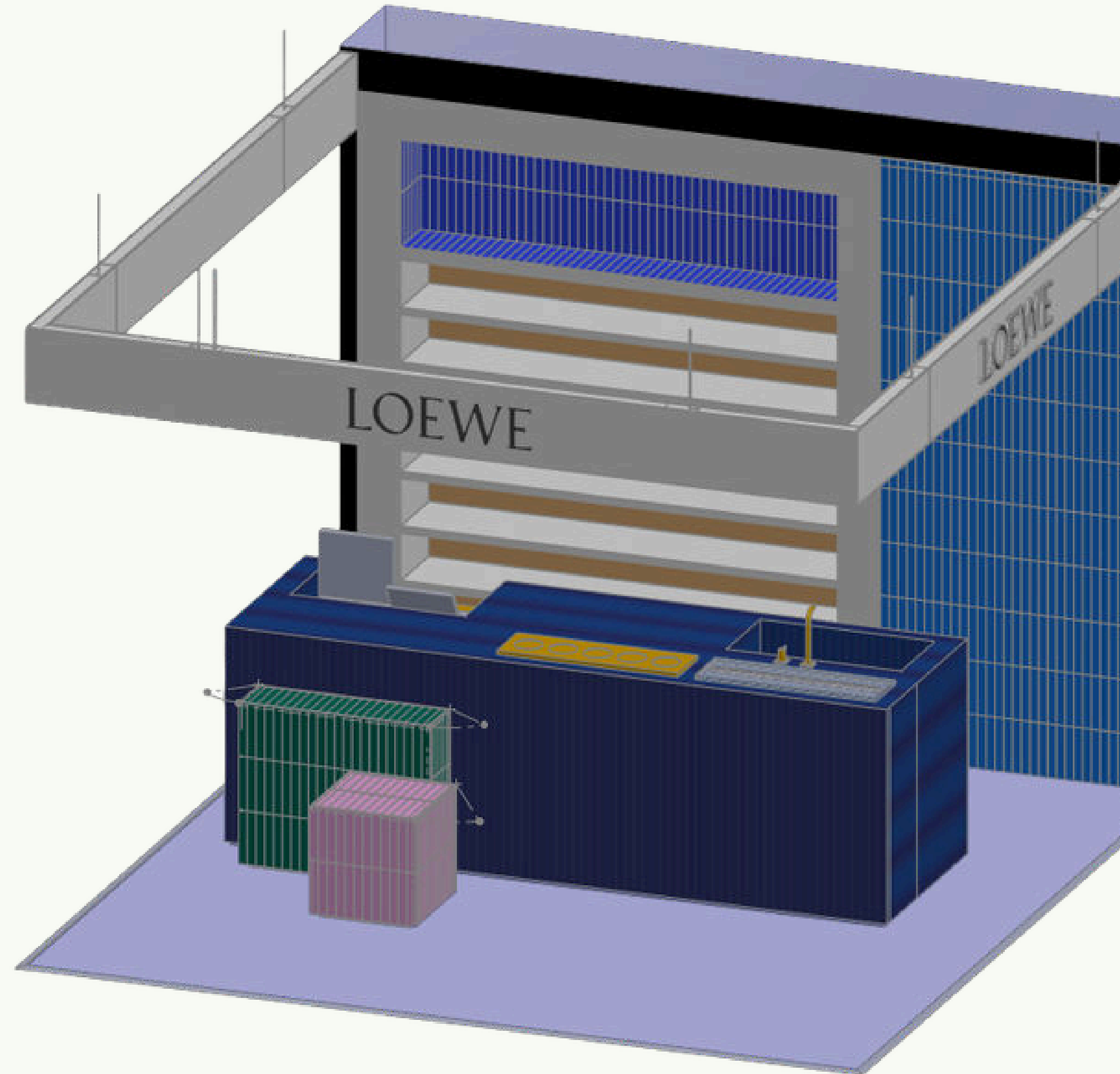
The challenge



Technology at its most precise

Using Aluma3's in-house technical capabilities, we developed the stands from our technical office. Our CAD/CAM software and 3D design tools gave us a more precise and comprehensive view of the project as a whole.

Designing the stand in 3D also allowed us to calculate exactly how many tiles would be needed. Since all the tiles are handmade, they vary in their exact dimensions, no two pieces are identical. This meant we also had to bring our work down to a truly hands-on level, placing each tile individually and ensuring we had the right quantity on hand for the result to be perfect.





The challenge



The Loewe flagship also **required product storage solutions that would not alter the exterior design language** defined by the brand.

At first glance, the wall shelving appears to be the only storage in the space, but it is not sufficient for the full stock volume.

Drawing on our expertise and with the help of technology, we developed **intelligent storage solutions that leave the exterior design completely intact**, by creating concealed storage areas inside the stands, hidden behind the tiles.

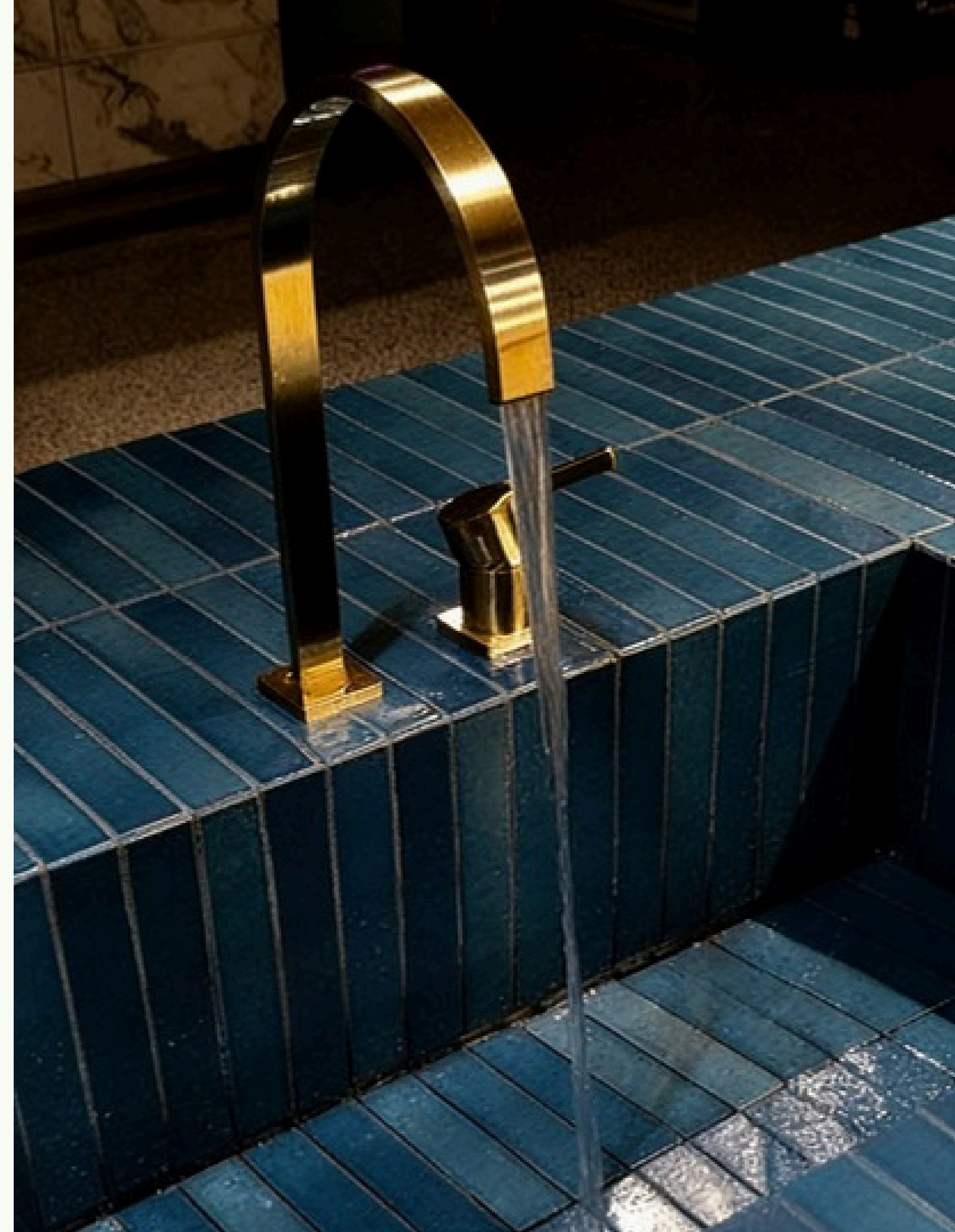
Customer journey



The spaces in the flagship are designed to avoid *horror vacui*, giving customers room to move freely and discover the brand's fragrance and candle range at their own pace.

At the same time, the layout is perfectly suited to its core purpose: **testing fragrances and enabling cross-selling**, two essential elements in the luxury goods sector.

The standout feature sits at the centre of the main stand, **where customers can wash their hands at a built-in brass tap** and basin after testing a product.





Installation



At Aluma3, we have extensive experience **installing retail furniture within El Corte Inglés** (ECI). We know the process inside out and consistently deliver within the established timeframes and requirements.

For the installation of this Loewe flagship inside ECI, we had to work **overnight and within very tight time windows**, which is why having a well-coordinated professional team was essential.

The installation took place over two nights: on the first, we laid the microcement floor tiles, allowing sufficient time for them to cure and settle. On the second, we assembled all the retail furniture and stands, and prepared everything for the flagship's opening day.

.



“

"At Aluma3, we bring our clients' briefs to life. We are specialists in luxury retail brands."

Do you have a project?

Tell us the details and we'll make it happen

info@aluma3.com

