



SUCCESS CASE



A work of
elegance, care
and detail

Sisley Stand ECI (Madrid)



Introduction



Sisley has trusted the Aluma3 team to develop its retail projects for over two decades. This time, they brought us to ECI Castellana to **manufacture and install a new stand design built around elegance, care and attention to detail.**

This project took a year and a half from the first designs through to installation. Throughout that time, we overcame challenges and obstacles thanks to our close collaboration with the Sisley team — and in particular with Cristina Ruiz, Department Store Manager.

About Sisley



Sisley is a French brand of international renown in the world of beauty, fragrance, skincare and hair treatment.

Since 1976 it has stood out for its commitment to excellence, innovation and elegance. Driven by a vision rooted in the creation of exceptional beauty products, Sisley has won the hearts of beauty lovers all over the world.



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"Sisley is defined by its attention to detail, its choice of premium materials and its focus on elegance and aesthetics."



The materials



Two materials took centre stage in the construction of the Sisley stands.

The first is CORIAN, **a compact, non-porous, homogeneous and highly resistant material** that makes up the bulk of the stands. Given the wear and potential damage that commercial furniture sustains over time, Corian has the distinct advantage of being repairable on-site after installation, achieving a perfect finish and an impeccable appearance.

The second is **AGED BRASS**. This material was used to create the **design details** across the stands. Notably, the brass was aged by hand, piece by piece, through a process of sanding and varnishing that required great care and patience, resulting in each individual piece being entirely unique.





The 4 pillars



Every space designed by Sisley is entirely **unique and personalised**.

Taking its design references from the maisons, Sisley, unlike many other brands — does not impose rigid guidelines. This has allowed each of the brand's subsidiaries to adapt to its own environment and customer base, making every stand completely distinct from the last.

Sisley works across four pillars: **fragrance, skincare, makeup and hair treatment**.

The 4 pillars



Fragrance

Working within a palette of white and gold, we created a **counter in Corian and aged brass** to house Sisley's perfumes.

To present the products effectively, the counter space was divided into two faces: one side displaying the **fragrances accompanied by base lighting**, and the other featuring **display cases** housing the special perfume gift sets alongside additional product.





The 4 pillars



Skincare

For the skincare pillar, we manufactured a **large-format counter** built in two equal halves. The upper surface, where the products are displayed, features a design using illuminated transparent panels complemented by aged brass detailing throughout.

Deep-capacity drawers were also manufactured to provide generous storage space for back-stock.

The 4 pillars



Makeup

In addition to providing **drawers for product storage and display**, the counter was naturally designed with dedicated sections tailored to lip, face and eye makeup products.

To **prevent product deterioration**, the counter elements carry no built-in lighting; instead, overhead spotlights were installed at the top of the display.





The 4 pillars



Hair treatment

The space dedicated to hair treatment is the cabin adjacent to the main counter, which incorporates a **compact counter**, a set of **illuminated mirrors** and a **small wash basin**.

A **mini counter** at the entrance to the cabin was also included for product display. The entire space follows the same design language of whites and golds, using Corian and aged brass throughout



The 4 pillars



Beyond the retail furniture for Sisley's four pillars, the project also included the **decoration of the walls** using a **brand-designed wallpaper**. Given that the surfaces in the space are wooden panels rather than standard walls, the application process was far from straightforward — though the result was flawless.

The flooring was laid in **Porcelanosa wood-effect tiles**, over which a zebra motif in vinyl was applied and finished with a protective laminate on top.

And the standout feature: **the large fabric** lampshade positioned above the skincare counter. This piece was **made to measure** using fabrics brought directly from France and worked locally with a specialist shade maker.



The installation



The greatest challenge of this project was the stand ceiling. We created a **bespoke plastered ceiling**, designed to achieve warm, elegant and even lighting, far from any harshness, in keeping with the values of the brand. This phase alone required a full week of night shifts, carried out while El Corte Inglés was closed to the public.

Added to this was the **floor installation**, which required breaking up the existing surface in advance and laying the new one with great precision, given how critical it was for the result to be completely uniform.

Throughout the entire installation period, **ECl provided a temporary enclosure** around the stand to prevent the work in progress from being visible. This made for a genuinely surprising reveal when the stand was unveiled to the public on opening day.

All told, furniture installation included, the full fit-out took two weeks inside ECl. An incredible result.

Customer testimonial



"It has been excellent, very good execution and an outstanding response when it came to resolving the issues that came up along the way. Aluma3 is the company with the best all-round service (project development + material selection + execution), the best value for money and the best post-installation support."

Cristina RUIZ

Department Store Manager Sisley





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"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

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