

Boggi Milano and Studio Stockholm in collaboration

On April 23 Boggi Milano inaugurates its first flagship store in Sweden at Sturegatan 10 in Stockholm. Studio Stockholm was hired to facilitate the establishment and support Boggi in the project's implementation.

Boggi Milano describes itself as a leading menswear line inspired by the Italian lifestyle, specifically Milan's business style. The Italian brand works with the highest quality materials and was founded in 1939. With over 125 stores in 25 countries worldwide, Boggi Milano is now opening its first store in Sweden.

- It was very important to Boggi Milano that its strong concepts were preserved and that the premise's full potential was utilised. We ensured that the launch took place in the best way for the tenant, the process was smooth and uncomplicated for the owner of the building, and that the city received an exciting new retail concept. We want to ensure that Stockholm is growing and developing and that businesses are enriched with exciting new concepts that put pressure on the supply market and the local ambition, says Alessandro Cardinale, a partner and project architect at Studio Stockholm Arkitektur.

- The obvious choice of local partner fell naturally on Studio Stockholm Arkitektur. Their experience of working with strong international brands and their knowledge of local laws and similar challenging projects was important to us, says Paolo Selva, Development Manager at Boggi Milano.

Employees at Studio Stockholm have extensive experience in retail projects for foreign companies and strong brands. There are currently several similar ongoing projects which will help encourage the range of strong international brands in Stockholm.

Studio Stockholm Arkitektur är en modern arkitektstudio som sätter kundens värde i fokus. Vi skapar förutsättningar för våra kunder att vara framgångsrika genom att ta ansvar för hela processen – det handlar inte om formideal utan vad som ger kunden bäst utdelning. Vi har spetskompetens inom inredningsarkitektur, fastighetsutveckling och kommersiell arkitektur och är idag 22 medarbetare med studio i Fatburen på Södermalm i Stockholm. Vi arbetar med kunder som bl.a. Crown, Dice, Diös, Hufvudstaden och Vasakronan. www.studiostockholm.se