

Aesop Brera

A contemporary response to a historic site and locale



In mid-September, Aesop launched its first Italian signature store at Piazza del Carmine in Brera, Milan. Created in collaboration with local firm Vincenzo de Cotiis Architects, the design for the 60-square metre space was determined in part by the lively, sophisticated setting (where neighbours include Chiesa del Carmine, a church with 700-year-old bones), but also by the building itself – a 19th-century heritage site, formerly home to a salumeria.

The store's palette is dominated by neutral tones: pale peach plaster features on walls and ceiling; the balustrade and concrete floor are of calming grey. The serene qualities of these elements are contrasted by metallic accents effected in asymmetrical product display shelves. Functional and minimalist, hand crafted from textured cast aluminum, they pay discreet respects to Milan's industrial roots.

Further contrasts emerge from the sculptural point-of-sale counter and product demonstration sink – two quietly imposing forms of molded fibreglass. Beyond the retail area lies a modest workspace furnished with restored vintage pieces and a large table reminiscent of the former occupancy.

Clients can explore and select from a complete range of skin, hair and body care products, distinguished by botanical and laboratory-generated ingredients of the highest quality. The store's trained consultants are able to offer advice about products best suited to individual needs.

Aesop was founded in Melbourne in 1987 and today offers its superlative formulations in signature stores around the world. As the company evolves, meticulously considered design remains paramount to the creation of each space.

Aesop Brera

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Sunday – Monday	PM 12.30	PM 7.30
Tuesday – Saturday	AM 10.30	PM 7.30

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