

SYBARITE × ALBERTA FERRETTI

Alberta Ferretti came to us out of the blue and said, “you are my architects”. She literally picked up the phone! We did these kinetic motion paintings for the original concept but she stopped us within five minutes to say “guys this isn’t working, go away and find something else”. We liked her decisiveness, so...



Client
Alberta Ferretti

Stores
50+

Brief
The desire for a luxury image in Los Angeles but with great density of display meant that the concept had to be fully flexible.

We went away, studied her collections in more detail, and we realised she wanted a concept that was fully flexible, to show off the dresses as if they were worn by a real woman.

We had noticed that she had a steel door in her office, so when we came back the second time, we turned up with nothing but a prototype of a magnetic bust. We walked into that room and stuck it on the door and just saw her face light up, she immediately got one of her dresses out and dressed it up.

After that we went about working out how to manipulate the stores to have magnetism for full flexibility.

We created a bespoke means of hanging the clothes, designed by fitting the full perimeter walls with steel to support interchangeable magnetic busts, hooks, shelves. A series of glass panels with steel strips were added for more magnetism. This allowed for transparency and depth but also could be adapted to create opulence or intimacy in any of the Alberta Ferretti stores we’ve designed around 50 to 60 Alberta Ferretti stores. Some were more intimate, and others were more open. We thought we we’re only doing the one store in Los Angeles.

