

L'ARABESQUE

milano



BRANDING & BRAND EQUITY MANAGEMENT

INDIVIDUAL ASSIGNMENT

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# THE CONCEPT AND ITS IMPLEMENTATION

# DEEP DIVING INTO THE MEANING

## Arabesque

- a type of design based on flowers, leaves, and branches twisted together, found especially in Islamic art

Cambridge Dictionary

## Arabesque

- Ornement formé de lettres, de lignes, de feuillages entrelacés.
- **Ligne sinueuse de forme élégante.**

Le Robert Dictionnaire



# A CONTEMPORARY WUNDERKAMMER

L'Arabesque has been defined by its creator as a “**refined twine of elements, a caledoscopic universe**”.

As recalled by its name, the Concept Store by Chichi Meroni gathers different creative spaces, that wave together giving birth to an entire imaginative world.

The visitors are invited to explore every aspect of the creative mind of the designer, from Fashion to Furniture, including Couture, RTW, Recycled Clothing, Vintage Jewellery and Clothes, Books, Fragrances and Ospitality.

Creativity is the sinous line that connects the different facets of the Store, generating a “Contemporary Wunderkammer” (Chichi Meroni Archivi - THE DUCKER, n.d.).

As the XVI century’s “Chambres de Merveilles”, L'Arabesque collects peculiar objects, from different places and decades.

The elements are displayed in an evocative atmosphere, surrounded by a futuristic ambiance and contemporary fashion creations.



The Cube. (2021, December 5)



Scalco, C. (2021, October 1). L'Arabesque | Area

# SPACES INTERTWINE

The selection of L'Arabesque includes pieces from different corners of the world



Fragranze – L'Arabesque Milano | Cult Store

**Altaia - Argentina inspired fragrances**



Bijoux – L'Arabesque Milano | Cult Store

**Modernist brooch depicting  
a nude woman,  
Israel**



ARR287 – Arabesque Milano | Design Gallery

**Furniture from Chichi Meroni's  
collection "La Melodia del Vento",  
inspired by Japan and '60s design**

# DECADES INTERTWINE

L'Arabesque brings together a vintage selection of furniture, jewellery, bags and clothing from various decades.

1930s dress



Abbigliamento – L'Arabesque  
Milano | Vintage Archive

1980s jacket



Abbigliamento – L'Arabesque  
Milano | Vintage Archive

Sputnik chandelier  
1950s



ARR080 – Arabesque Milano | Design Gallery

Minaudierès  
1960s



Minaudières – L'Arabesque Milano | Cult Store

Earrings  
1980s



The Cube. (2021, December 5)

Art Deco Necklace  
1930s



Bijoux – L'Arabesque Milano | Cult Store

Bat Ami Necklace  
1990s



# HAUTE COUTURE & RTW OFFER

Designed by the same Chichi Meroni, the four collections displayed mirrors different facets of the concept of L'Arabesque

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The main RTW line,  
genderless,  
with Black as main colour

L'ARABESQUE



COUTURE

The Haute Couture line,  
experimenting structured  
shapes and handmade  
decorative motives

l'arabesque  
BLACK



The RTW second line,  
created for younger  
generations



Defined as an “Hymn to  
Recycling”. Pieces created  
decomposing left overs,  
second-hand and vintage  
garments.

# COLLABS

The creative world of L'Arabesque has been contaminated and enriched through collaborations with other brands

L A C  
Milano



Collabs – L'Arabesque Milano | Cult Store

Friulane shoes are currently populating Northern Italian cities, due to their versatility. In collaboration with Lac, L'Arabesque proposes to the Milanese audience this shoe interpreted with its own codes and distinctive elements.



Collabs – L'Arabesque Milano | Cult Store

The flower element is combined with another versatile design, in collaboration with Superga. Collaborating with the Turinese brand, L'Arabesque shows its willingness to be recognized not only in the Milanese landscape, but, more broadly, at national level.

# CREATING A WHOLE LIFESTYLE



L'Arabesque Milano | Cult Store.

## Cult Store

- RTW
- Haute Couture
- Fragrances
- Vintage Jewellery
- Accessories
- Books



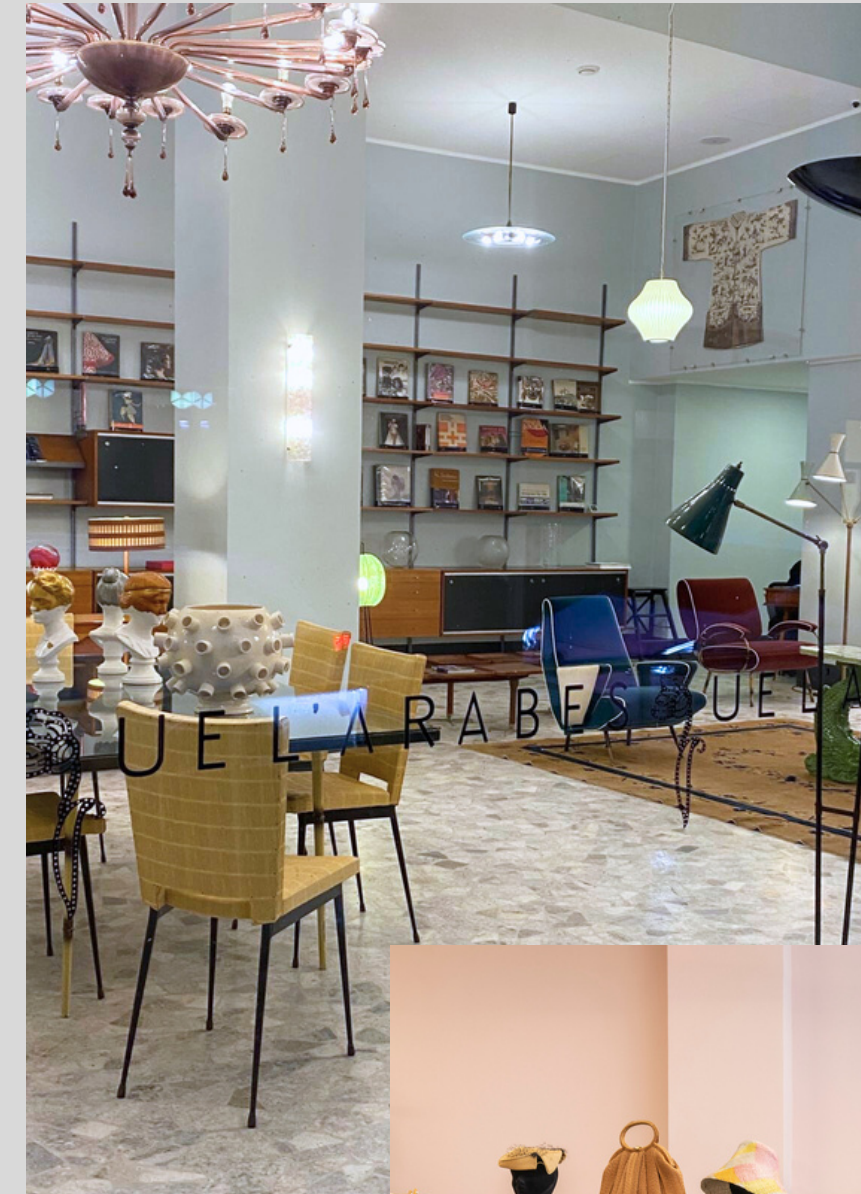
ELLE Decor

## Café



Nautilus Club Fitness

## Nautilus Fitness Club



L'Arabesque Milano | Vintage Archive

## Vintage Archive

## Design Gallery

- Furniture designed by Chichi Meroni
- Design Books
- Vintage Furniture



# LOCATION

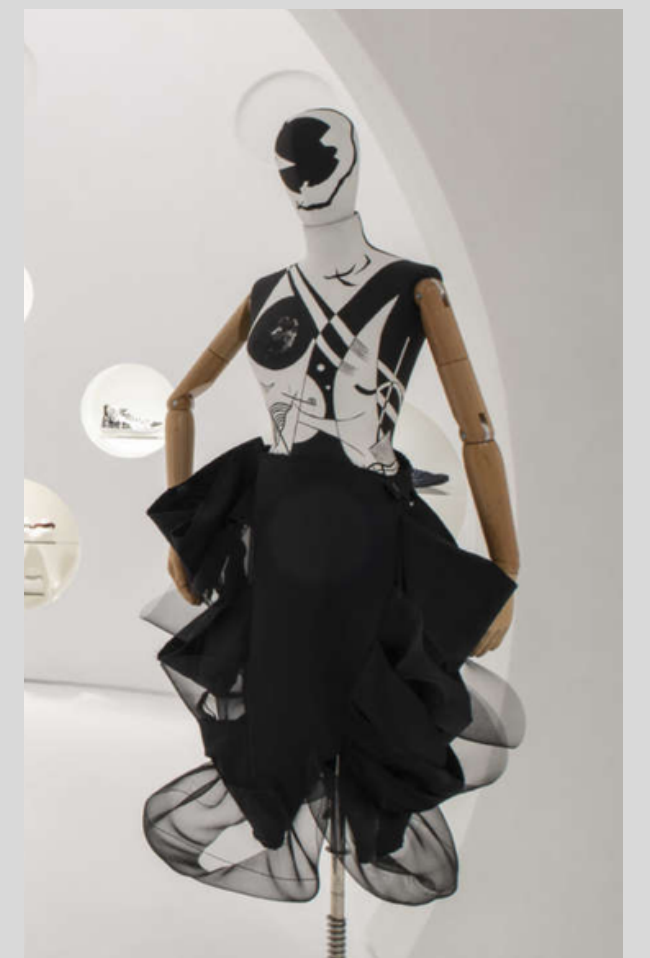


TripAdvisor

L'Arabesque is located in the city center of Milan, ten minutes away from Duomo cathedral. The immersive world of Chichi Meroni is hosted at the ground floor of an ordinary dull Milanese building. The contrast between the joyful atmosphere of the Concept Store and the faded ambiance of one of the Milan business districts is intense and plays an important role in the identity of the place. As in the case of many other creative realities in Milan, L'arabesque rises in a monotonous and gray environment, almost unexpected, aspiring to become a landmark, a meeting point and a stimulus for fashion and design enthusiasts.



Food and Travel Italia



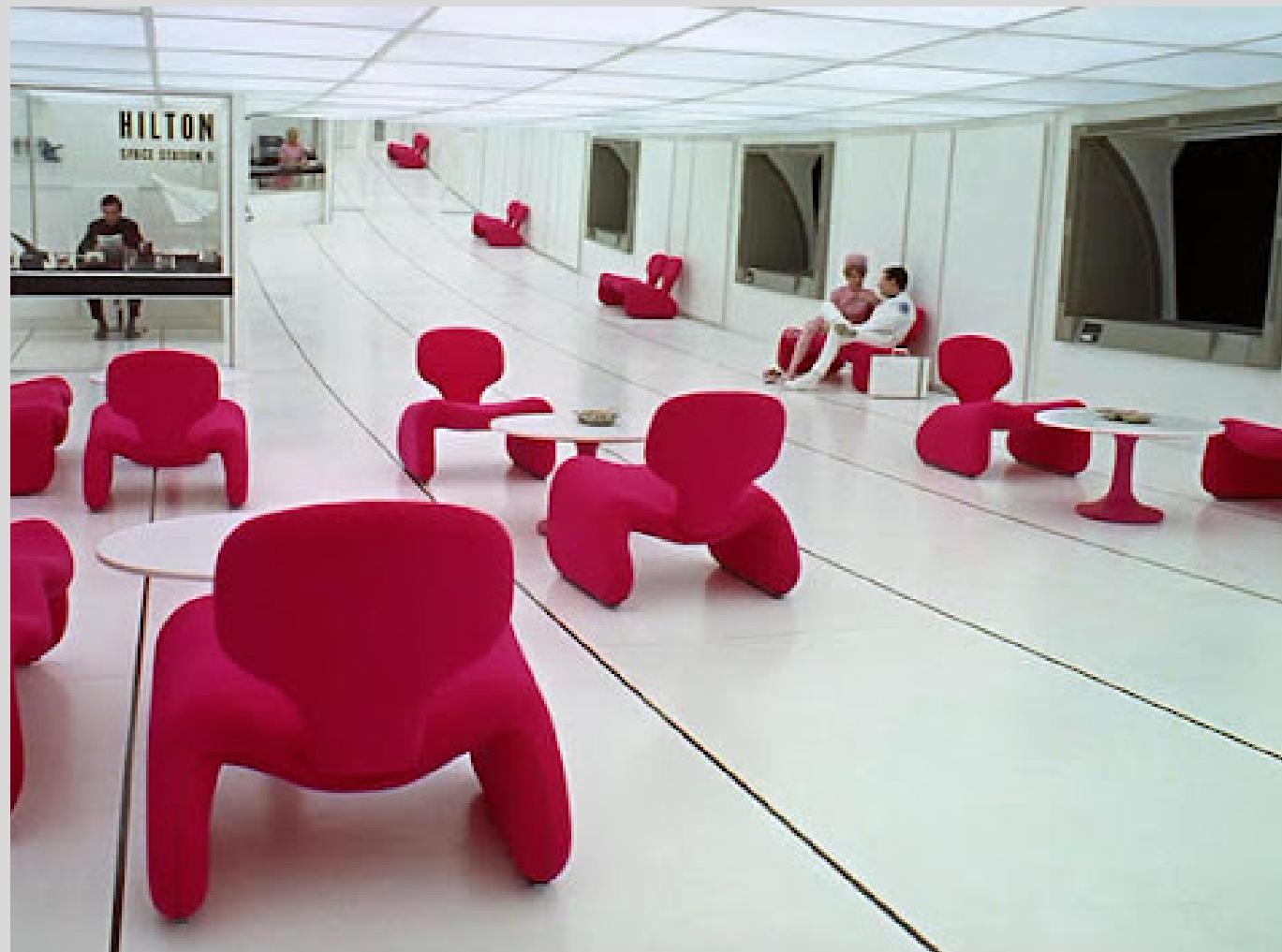
Scalco, C. (2021, October 1). L'Arabesque



# VERBAL DNA

# FUTURISTIC AMBIANCE

The Cult Store is organized in white coloured communicating spaces, creating a candid, almost lunar ambiance. The use of cold lights highlights the circular geometry of the space. The absence of sharp edges and the curve lines shaping the arches, bring the visitors in a Futuristic atmosphere, as if they were entering a space craft.



Lounge of Space Station V - 2001: Space Odissey



Instagram - L'Arabesque Cult Store

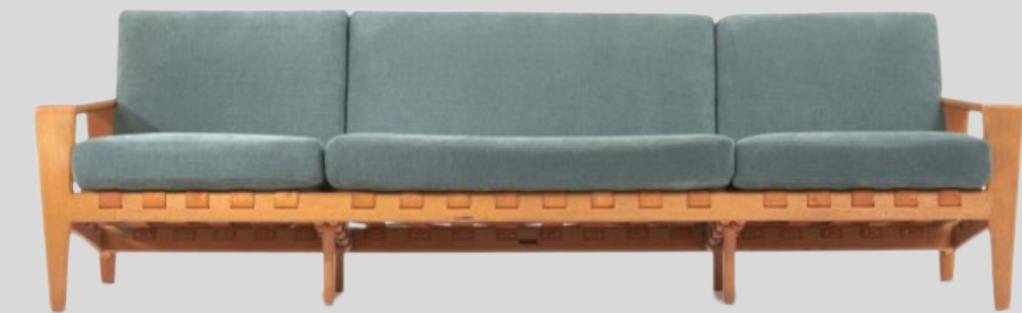
IVELA

# 1950s-1960s INSPIRATION

The Futuristic ambiance is translated in broader terms in a 1950s - 1960s taste. The vintage jewellery, the accessories and the furniture mirror this inspiration. Several vintage items displayed come from these decades and the same furniture by Chichi Meroni is inspired 1960s style.



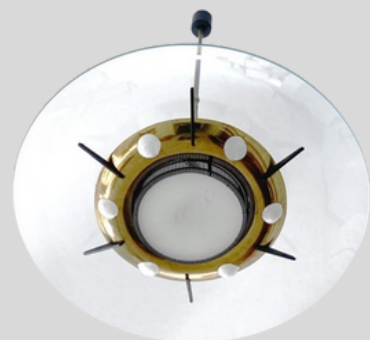
Chairs designed by Chichi Meroni -  
"La Melodia del Vento" Collection  
Picture from L'Arabesque Design Gallery



Sofa - 1959  
Picture from L'Arabesque Design Gallery



1960s pinch  
L'Arabesque Cult Store



1950s light  
L'Arabesque Design Gallery



Instagram - L'Arabesque Cafe



L'Arabesque Design Gallery



1960s vintage bag exposed in a niche in the  
Futuristic setting of L'Arabesque Cult Store-  
Picture from Instagram - L'Arabesque Cult  
Store

# AVANTGARDE TASTE

The Futuristic style of the Store is matched by an Avantgarde taste in garments, jewellery and accessories.

A bold style in fashion is experimented with increased volumes and proportions, in shoulders and skirts. The jewels reproduce shapes inspired by natural elements or body parts. Also shoes and bags present unconventional geometrical shapes and details.



# PUNK CHIC STYLE

L'Arabesque proposes a "Revisited Robe Noire" (L'Arabesque Milano, n.d.) , with the use of tulle and prints. Chichi Meroni's view of femininity and revisitation of a key garment such as the black dress, are influenced by Punk style.

For example, this inspiration is visible in the use of textiles such as tulle and tartan, but diluted by the use of paillettes and patterns.



Instagram - L'Arabesque Cult Store

Il Mohicano



Instagram - L'Arabesque Cult Store



Instagram - L'Arabesque Cult Store



Notes Magazine

# PLAYFUL ATTITUDE

Despite the preponderance of black and white in clothes and environment, the use of pops of colours, floral patterns and details such as bows, confers a playful look to the garments and the store.

Also the Punk style is softened through colours and emboideries. The tones granting the funny attitude can be permanent choices, such as red and fuchsia, or seasonal ones, as in the case of light blue in SS22.



Nadège Dubospertus in L'Arabesque Collection - 2022



# SUSTAINABLE SHOPPING PRACTICES

From manufacturing of recycled clothes to sale of vintage pieces, L'Arabesque fosters sustainable shopping. The line Recercle creates clothes from archive textiles, vintage garments and unsold pieces giving birth to new apparel, coherent with the aesthetics of the brand. Also the vintage selection of furniture and jewelry mirrors L'Arabesque commitment to responsible consumption practices.



Dresses from Recercle Collection - The Cube. (2022, March 2)

Minaudierès  
from 1950s



Minaudières – L'Arabesque Milano |  
Cult Store

Ring  
from 1945



Bijoux – L'Arabesque Milano |  
Cult Store

Desk  
from 1960s



Arabesque Milano | Design Gallery



Dress from Recercle collection - FashionMagazine.it



**NON VERBAL DNA**

# BLACK & WHITE

Black and white combinations are predominant in clothes and interior design in the Concept Store and the Café. Black colour echoes the punk attitude, whereas the white evokes the Futuristic ambiance.



Instagram - L'Arabesque Cult Store



Food and Travel Italia



Instagram - L'Arabesque Cult Store



Archilovers

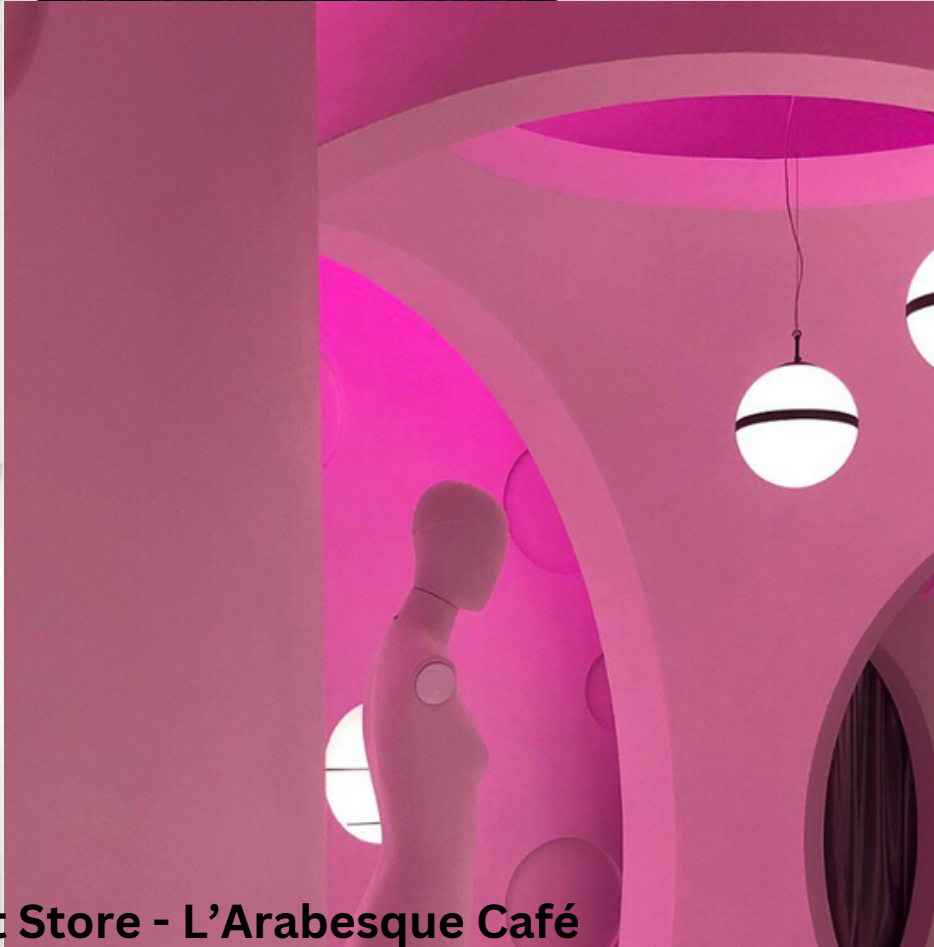


Instagram - Nautilus

# RED AND FUCHSIA

Red and Fuchsia are employed to confer a playful character to the outfits.

They are recurrent in the interior design to grant dynamism and vitality to the spaces.



# TULLE, TAFFETA, ROUCHES & PLISSE'



Il Mohicano

These textiles and techniques are used to play with augmented proportions in clothes.

Taffeta gives volumes to skirts and creates iridescent effects. Similarly, tulle and plissé are employed in dresses and skirts, whereas rouches embellish the shirts.



# STYLISED FACES & DOODLES

Mirroring the playful attitude of the store, doodles and stylised faces are drawn on clothes, mannequins and walls.

In psychology, Doodles are expression of the dissociative capacity of human's mind (Delgado, 2023), as if, by drawing, the designer was seeking refuge in her creative world.

The stylised faces are archetypes of the clients, without any references to race and body shape.



# CIRCLES

The Futuristic ambiance and sinuous spaces of the Cult Stores are created by the arches and circles placed throughout the whole space. The lamps are in shape of circles. The circular form is also retaken in some details of the Café, in necklaces and clothes. Lacking any edge, the circle is symbol of harmony and positivity (Rossi, 2024).



# ACOUSTICS

The shopping experience at L'Arabesque is enriched by the peculiar acoustics created by the interplay of the arches positioned in the Cult Store space. Welcomed into this lunar space, the visitor hears the voices of the sales assistants with an echo uncommon to other stores.



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