



Giorgio Armani Boutique

Upcycling an old building into a high-end boutique

The newly opened Armani boutique in Via Montenapoleone Milan, Italy, had set the design vision for this Giorgio Armani concept store in San Francisco's Union Square. The new boutique concept was Giorgio Armani's first in the US, and only the second store in the world. The NORR design team led the transformation of a three-story, 1908 historical building on Grant Street into the new high-fashion boutique that defines the iconic luxury brand.

NORR worked closely with Historical Preservation staff in San Francisco through historical photos and other forensic analysis to ensure that the new aspects of the building's exterior respected the original detailing, while providing a well-designed backdrop supporting the Armani brand. The building had undergone several previous unfavorable renovations which compromised numerous aspects of the exterior envelope. Inside, very compressed ceiling cavities made the installation of upgraded mechanical services and lighting very challenging. Our team worked closely with Armani Design to reflect key aspects of the Milan concept in this very compact multi-level space.

CLIENT	Giorgio Armani Corporation
PORTFOLIO	Retail
CATEGORY	Merchandise Retail
SIZE	9,855 SF (916 SM)
LOCATION	San Francisco, CA, US
DATE	July 2016
SERVICES	Architecture MEP Engineering Interior Design

[View Online](#)

Retail

NORR is at the forefront of innovative national and international retail design. We have a proven track record of designing vibrant and commercially viable retail environments that enable product sales and deliver maximum value per square foot. We work in collaboration with major brands to develop a retail experience that embraces consumer trends, technology advances and business imperatives.

Design Expertise Across Retail Types

NORR's retail design expertise provides specialized architecture, interior design and engineering for a variety of retail types. Our experiential designs have been realized in small single-site and multi-location retail and concepts and mixed-use environments, as well as large-scale department and anchor-focused stores and destination shopping centers. We are also actively involved in retrofit, upgrading and renovation projects that focus on maximizing return on investment, always working toward helping reposition the strategically located asset within its marketplace. Our collaborative design process adds value through clarity of project vision, market analysis and a well-defined retail experience through the eyes of the client and retail guests.

Services with Value and Impact

NORR has developed a framework to provide best value in the extremely competitive retail landscape. Every retail project is different and has different requirements. From the initial stages, we can provide essential services including feasibility studies and code audits, existing condition analysis, test fit-ups and prototype design and development. Our dedicated team of retail experts design for renovations, repositionings, rebrands and new builds. Every retail program considers sustainability, accessibility and compliance requirements. This retail framework has proven value and impact for retail projects worldwide.

CONTACT

Anthony Ricciuti, Vice President
T 313 324 3140
E anthony.ricciuti@norr.com
norr.com

