

# [‘to and latest of his design is](https://assignbuster.com/to-and-latest-of-his-design-is/)

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‘ To boost his success in the fashion industry, Giorgio Armani promotes the absolute essence of his brand’ (Moore, Doherty andDoyle, 2010, p141). The fashion retail design is unforgiving andultracompetitive business that requires a high degree of innovation and uniqueattributes to help it survive and remain one of the world’s best fashionindustries. Giorgio Armani collaborates with architects to develop a delicateinterior design and retail stores for his wide range of products ranging fromclothes, cosmetics, and fragrances.

Armani collaborated with Silvestrin todevelop his different retail store and design the unique retail space withinthese stores. Silvestrin has helped design a total of 27 stores for Armani’sfashion industry. ‘ His first design was in Paris in 1999 and latest of hisdesign is in Sloane, London in 2003. Claudio Silvestrin uses minimalism conceptto design the different architectural structures. Minimalism objective is toachieve simplicity in developing retail space and retail design’ (Schmitt, 2000, p9). It has also been said  ‘ A minimalistphilosophy doesn’t just spare space; the designer works using pieces that tella story.

By focusing on what is essential, a designer can better exemplify acompany’s or brand’s narrative by focusing on a few points that make a bigdifference.'( worksdesigngroup , 2017) . Minimaliststart to stand out more ‘ The minimalistarchitecture was popular in London and New York during late 1980’s.

This periodmarked the collaboration of architects and fashion designers.'(Mesher , 2010)The main objective of these collaborations was to create fashion stores thatwere simple. These architects used white elements and intense lighting to helpdevelop minimalist architecture. This architectural approach led to thecreation of large retail store with minimum objects and furniture. A minimalistapproach to architecture simplifies fashion retail space to show the importantquality of the designs and depict simplicity in attitudes that are gearedtowards life.