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' To boost his success in the fashion industry, Giorgio Armani promotes the absolute essence of his brand' (Moore, Doherty and Doyle, 2010, p141). The fashion retail design is unforgiving and ultracompetitive business that requires a high degree of innovation and unique attributes to help it survive and remain one of the world's best fashion industries. Giorgio Armani collaborates with architects to develop a delicate interior design and retail stores for his wide range of products ranging from clothes, cosmetics, and fragrances.

Armani collaborated with Silvestrin to develop his different retail store and design the unique retail space within these stores. Silvestrin has helped design a total of 27 stores for Armani's fashion industry. ' His first design was in Paris in 1999 and latest of his design is in Sloane, London in 2003. Claudio Silvestrin uses minimalism concept to design the different architectural structures. Minimalism objective is to achieve simplicity in developing retail space and retail design' (Schmitt, 2000, p9). It has also been said ' A minimalist philosophy doesn't just spare space; the designer works using pieces that tell a story.

By focusing on what is essential, a designer can better exemplify a company's or brand's narrative by focusing on a few points that make a big difference.' (worksdesigngroup , 2017) . Minimalists start to stand out more ' The minimalist architecture was popular in London and New York during late 1980's.

This period marked the collaboration of architects and fashion designers.' (Mesher , 2010) The main objective of these collaborations was to

create fashion stores that were simple. These architects used white elements and intense lighting to help develop minimalist architecture. This architectural approach led to the creation of large retail stores with minimum objects and furniture. A minimalist approach to architecture simplifies fashion retail space to show the important quality of the designs and depict simplicity in attitudes that are geared towards life.