

PRO MON TORIO

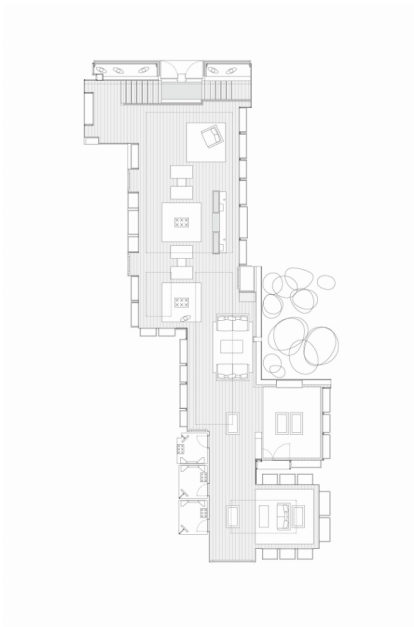
LABRADOR

CALLE SERRANO, MADRID, SPAIN, LISBON AND CASCAIS, PORTUGAL
2010–2008

Labrador is a men's fashion retailer that was founded over 20 years ago in Portugal and has slowly grown throughout the Iberian Peninsula. Purveyors of the quintessential English style, Labrador cultivated high standards of artisan craftsmanship and excellence in modern day tailoring and apparel. Understatedly stylish, the careful construction of their garments; their sartorial approach to quality, rendered dignity, confidence and charm to their clothing products.

Following the company's spirit, promontorio was commissioned to design its flagship store in Madrid's fashionable Calle Serrano, and to adapt this image to their existing and upcoming shops. Echoing the empathy and comfort associated with the old traditional tailor houses, the design aimed to reinstate this visual and tactile sensibility in a contemporary way. Conceptually, wood is used as an all-embracing material, which is used in different ways and with different finishes; from the aged oak wood flooring; to the deep bluish anthracite satin lacquered wood panels used for the counters and shelving systems. Furthermore, a number of furniture elements such as tables, stands and display cases were custom designed.





Location: Calle Serrano, Madrid (Spain), Lisbon and Cascais (Portugal)

Client: Labrador, SA

Scope of services: Interior design

Project brief: Clothing shop chain fit-outs

Gross built area: 200 sq. m to 400 sq. m

Construction cost: EUR 800 per sq.

Project status: 2008 (concept design) – 2010 (completed)