



VOLGARE

Fashion
Milan, Italy
Opened in 2022

Volgare's range is just as offbeat as its mix of colors, textures, and patterns. The Milan store sells select fashion items and accessories for men, and pairs them with stylish motorcycle helmets. For the eclectic vibe, the store's motorcycle-loving owner enlisted designer Gema Gutiérrez of the Spanish studio Puntofilipino. She has blended Moroccan, Mexican, Spanish, and Portuguese traditions to create an exuberant interior.

The classy base is Turkish terrazzo flooring, contrasting with the purple wall tiles by Italian design firm Studiopepe and the colorful blocks of stripes, round mirrors, and soft drapes. The lustrous glass bricks by the Spanish label Vitroland effectively set off the shoes and garments. The exciting color palette, from turquoise to amber, reflects the city of Milan's creative side. Soft armchairs and polished wood side tables invite you to relax with friends. With so much design horsepower, you wouldn't want to be without your motorcycle helmet.