

Paul&Shark opens new store in Milano Malpensa



Paul&Shark has just announced the opening of a new store at Malpensa airport in the Extra Schengen area.

This boutique offers the new Spring/Summer '22 ready-to-wear collection as well as accessories and shoes. The store will also feature Paul&Shark's new concept, which is "a modern and harmonious mix of materials and colours."



The boutique features Paul&Shark's new concept of a modern and harmonious mix of materials and colours

This new store concept better expresses the brand value of Paul&Shark in a contemporary way, with both tradition and innovation. Bespoke brass fixtures complement the iconic Paul&Shark blue, collectively paying tribute to modernity and heritage. Metal, beige and dark blue wall coverings in PVC-free material are in line with the company's sustainability message; these are visually offset by light oak wooden surfaces, glass and mirrors, monitors and front lit sign. Flexible and freestanding

furniture is meant for folded and hanging goods. .



Refinement, elegance, and quality materials are the key elements that have led the company in the selection of materials and design of forms

More than just an opening, this store signals a re-start. For 2022 the brand is working on numerous new exciting projects.