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Ailanto's Own Space in Barcelona

Elena Cella - 26/04/2010

Ailanto has raised the curtain on its first Barcelona locale, situated in the centric Eixample neighbourhood: a 40 m2 store in which we will be able to find all the products from the Bilbao-born brother's creative universe.

Iñaki and Aitor Muñoz embarked on their fashion world endeavour in 1992 in Barcelona. Yet until now, their presence in the commercial circuit was limited to the finest multi-brand stores. Now finally, they have a Barcelona location to call their own.

Located at 46 Enrique Granados, the store, in addition to showcasing the collections they present each season in the Cibeles Fashion Show, will include all the items that the brothers have developed in collaboration with other firms: Hazle handbags and shoes by Ailanto, Sargadelos dish-wear and even Santa & Cole lamps.

There's no question that the store's interior design is not in line with the current norms of marketing. It is, however, a faithful reflection of Ailanto's personality, its desires and its creative world. Walls lined with neutral-coloured linen, which serves to highlight the clothing, original furniture designed especially for the locale and a centrally-located dressing room provide the shop a cosy, private feel.

Its colourist and personal style, ever distanced from trends and fashion rules, reflect Ailanto's singularity. Its new store in Barcelona is just another example that not abiding by the rules is often synonymous with success.

