

SERRANO 52  
MAN  
El Corte Inglés

DESIGNED BY  
**MICHELGROUP**



THE NEW "SERRANO 52 MAN STORE" IS NOW OPEN IN MADRID. A NEW MULTI-LABEL CONCEPT FOR EL CORTE INGLÉS THAT EXCLUSIVELY ADDRESSES THE WORLD OF THE MAN.

*"...a brilliant aesthetic and practical solution ultimately resulting in a strong Vision for our new Men's Concept Store. Michelgroup exceeded our expectations in the final result."*

ANXO FERNÁNDEZ DOBANO  
DIRECTOR OF MEN'S FASHION  
EL CORTE INGLÉS

SERRANO 52  
MAN  
El Corte Inglés

DESIGNED BY  
**MICHELGROUP**



"MICHELGROUP WAS ABLE TO INTERPRET OUR NEEDS AND TRANSLATE THEM INTO A BRILLIANT AESTHETIC AND PRACTICAL SOLUTION ULTIMATELY RESULTING IN A STRONG VISION FOR OUR NEW MEN'S CONCEPT STORE. THROUGH PROFESSIONALISM AND EXPERIENCED UNDERSTANDING MG EXCEEDED OUR EXPECTATIONS IN THE FINAL RESULT."

ANXO FERNÁNDEZ DOBANO  
DIRECTOR OF MEN'S FASHION, EL CORTE INGLÉS

"WE ARE PLEASED AND HONORED TO HAVE HAD THE OPPORTUNITY TO COLLABORATE WITH THE EL CORTE INGLÉS TEAM IN CREATING THIS UNIQUE CONCEPT. THE NEW "SERRANO 52 MAN STORE" CREATES A FINE BALANCE BETWEEN LUXURY AND ACCESSIBILITY IN A WARM, ELEGANT SHOPPING ENVIRONMENT."

WOLFGANG MICHEL  
OWNER AND CEO, MICHELGROUP



DESIGNED BY  
**MICHELGROUP**

EL CORTE INGLÉS AND MICHELGROUP (ARCHITECTURE AND INTERIOR DESIGN OFFICE) COLLABORATED TO CREATE THIS NEW 3,800 SQUARE METER NINE-LEVEL INTERNATIONAL MEN'S FASHION STORE. SEVEN LEVELS HOUSING THE MEN'S FASHION AND TWO LEVELS FOR GOURMET FOOD AND RESTAURANT CONCEPTS. THIS NEW CONCEPT IS A MULTI-LABEL STORE DEDICATED TO MEN'S FASHION OFFERING A HIGH LEVEL OF CUSTOMER SERVICE WITH PERSONAL SHOPPING, TAILORING, AND BOUTIQUE EXPERIENCE.

THE MICHELGROUP STRATEGY FOR THE "SERRANO 52 MAN" STORE HAS BEEN TO CREATE A NEW MULTI-LABEL CONCEPT FOR EL CORTE INGLÉS THAT EXCLUSIVELY ADDRESSES THE WORLD OF THE MAN. THE DESIGN CONCEPT HARMONIZES SEVEN UNIQUE FLOORS ENVELOPED IN ONE UNIFIED ARTISTIC EXPRESSION THAT ECHOES THE SPANISH ARTISTIC AND ARCHITECTURAL IDENTITY. EL CORTE INGLÉS CREATED THE TOP TWO LEVELS TO HOUSE THEIR FOOD CONCEPTS.

MICHELGROUP HAS CREATED A BOUTIQUE SETTING DEDICATED TO MENSWEAR AND ACCESSORIES THAT MIXES DESIGN LIFESTYLE STATEMENTS RANGING FROM PROGRESSIVE TO TRADITIONAL. THE ENVIRONMENT IS WELCOMING AND ALLOWS FOR EXCEPTIONAL SERVICE AND A TRULY ONE-OF-A-KIND EXPERIENCE IN EUROPE REFLECTING THE COSMOPOLITAN CITY OF MADRID, MIXING A CONTEMPORARY VISION WITH A STRONG CULTURAL IDENTITY.

THE RESULTING EXPERIENCE IS A SPANISH ARTISTIC POINT-OF-VIEW WITH STYLE, WARMTH, AND ELEGANCE. MICHELGROUP'S INTERPRETATION OF THE CLIENT'S VISION WAS CREATED BY EMPLOYING DESIGN TECHNIQUE AND EXPERTISE INCORPORATING STATEMENT LIGHTING, BRANDED ICON PATTERNS, AND TEXTURAL MATERIALS. ULTIMATELY, THE ENVIRONMENT CREATED IN THIS NEW MULTI-BRANDED CONCEPT IS A TRUE EXPRESSION OF THE ECI BRAND AND THE CUSTOMERS THEY SERVE.



-1 LEVEL: WORLD OF SHOES



GROUND FLOOR: ACCESSORIES



2ND FLOOR: CASUAL



4TH FLOOR: PREMIUM/LUXURY



5TH FLOOR: PREMIUM/LUXURY

SERRANO 52  
MAN  
El Corte Inglés

DESIGNED BY  
**MICHELGROUP**



PRESS CONTACT:  
BARBARA LEONARD, CHIEF OPERATING OFFICER  
TEL. +41 (0)44 250 74 69  
BARBARA.LEONARD@MICHELGROUP.EU

MICHELGROUP GMBH  
BINZSTRASSE 23  
8045 ZÜRICH, SWITZERLAND  
WWW.MICHELGROUP.EU

MICHELGROUP GMBH  
PFARRER-WEISS WEG 18  
89077 ULM, GERMANY  
WWW.MICHELGROUP.EU