

Dynamism of Simplicity

posted by Demirden | ilio

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Sisecam's global design brand Nude just opened its shop-in-shop located inside Pasabahce Stores. The concept designed and executed by Demirden | ilio transforms the brand's founding motto into a leading retail experience with an architectural language that spans the entire store.

The emphasis on design and high-quality hand-made production in Nude products gets a chance to attract more viewers through Demirden | ilio's dynamic, extraordinary and effective shelving system, specially designed for Nude, that allows dozens of exhibition scenarios to take place.

The self-illuminated slim shelf system, carrying reflections of Nude's corporate colors, is a flexible structure open to surprises and is able to keep pace with changing needs.

Designed by Demirden | ilio

Photography by Ibrahim Ozbunar



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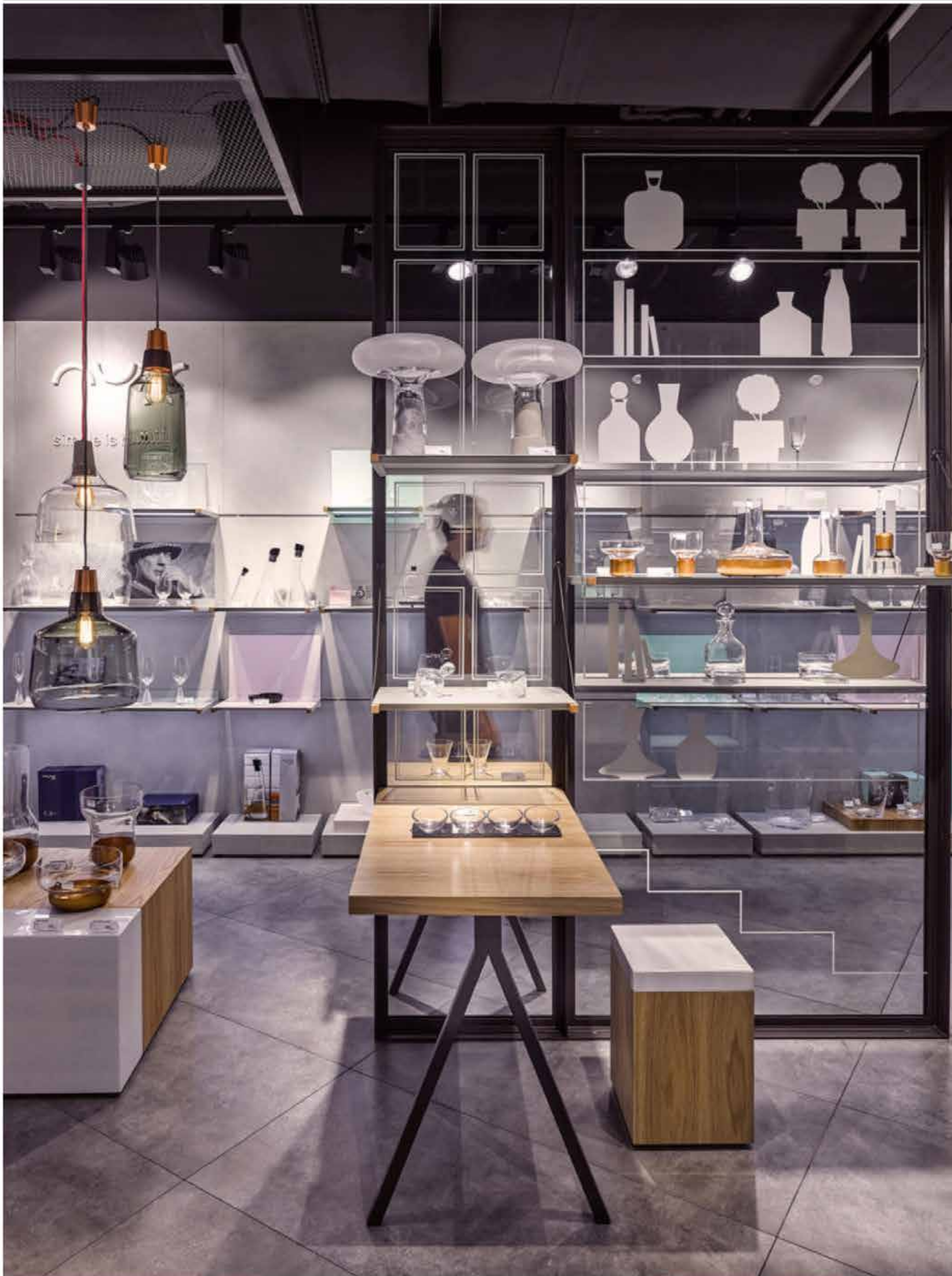


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