



VIKTOR&ROLF

VIKTOR&ROLF

Viktor & Rolf  
Project Profile

filzfelt •



## Viktor & Rolf

<b>Specifier</b>	Architecture & Associés
<b>Location</b>	Paris, France
<b>Products</b>	3mm Wool Design Felt + 5mm Wool Design Felt
<b>Felt Color</b>	175 Graphit

For Amsterdam-based fashion house, Viktor & Rolf's flagship store on Rue Saint-Honoré in Paris, Architecture & Associés creates "ghost architecture" with every wall, fixture, and furnishing completely enrobed in 100% Wool Design Felt.

Entirely in the monotone color palette of natural, undyed 175 Graphit, the felt creates a soft, minimal backdrop to the fashion duo's products and muffles sound creating intimacy in the 4,700-square-foot shop. 3mm gracefully covers the store fixtures with 3mm and 5mm layered on the wall and neoclassical details to create subtle details.

In the storefront window, strips of 5mm Design Felt are stitched together and loosely folded to form a curvilinear, organic art installation. This project was featured in the April 2014 issue of Interior Design.

