

# CASE: Stella McCartney

**Area:** Houston, US    **Products used:** Acoustic Tiles

**Architect:** Grant Nahorniak



Back in January 2013, when BAUX has just launched their first collection of acoustic tiles, Managing Director, Fredrik Franzon, received an email from luxury fashion brand Stella McCartney. Stella was in the process of renovating her flagship store in Milan and was looking for innovative sustainable materials to finish the display walls and staircase. BAUX wood wool tiles became an integral part of the Milan store design and today, BAUX and Stella McCartney are global partners, with BAUX acoustic tiles adorning the walls of Stella McCartney stores in Japan, Italy, Netherlands, France, Greece, Spain, Azerbaijan, US, UK and Australia.

Stella McCartney's stores are a visible commitment to her respect for nature and her passion for sustainably sourced materials. Like BAUX, Stella believes that modern design should be beautiful and sustainable. The Milan store is located in a stunning 18th-century neoclassical building with integrated Calacatta marble running through the ground floor and staircase. Large white rectangular BAUX tiles and linear brass and steel walls rails create an exquisite milieu for Stella's signature designs.

## **Products used:**

**Acoustic wood-wool Tiles — Rectangle.**

For more images and information about Stella McCartney and additional reference projects visit [www.baux.se](http://www.baux.se).

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