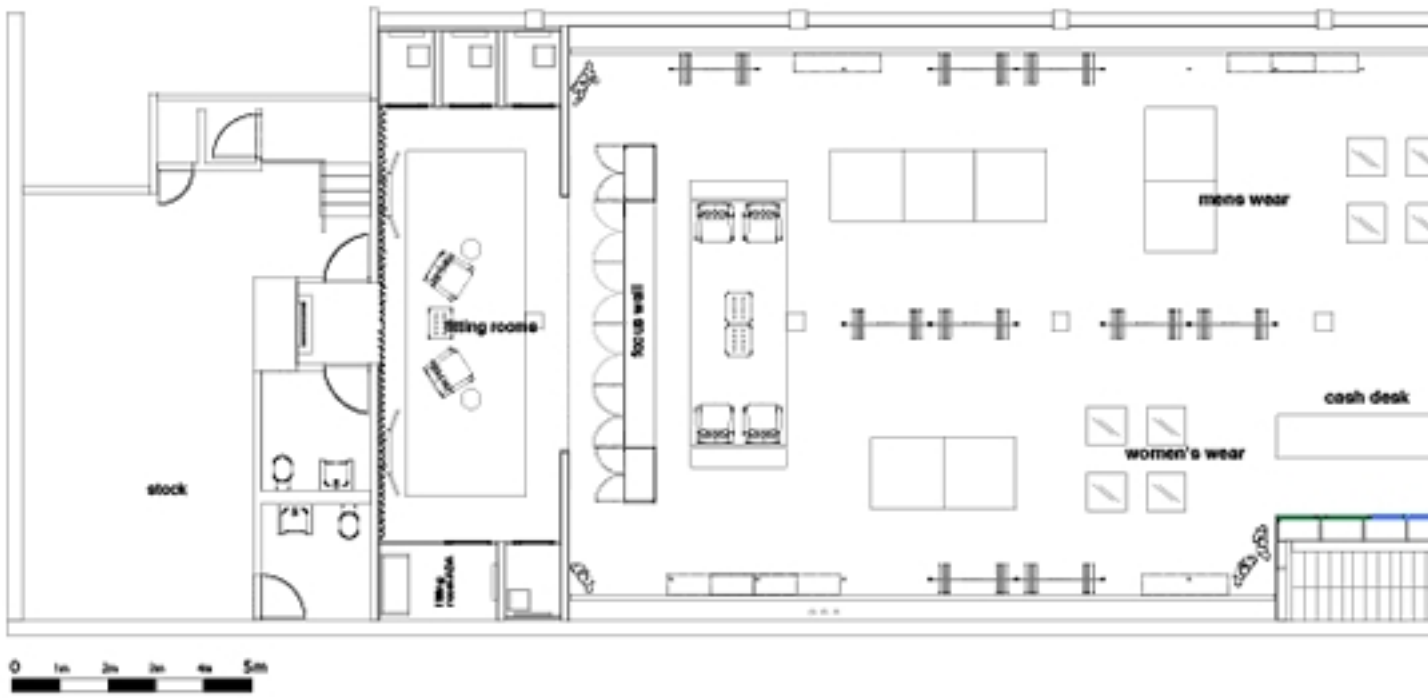




This Hugo Boss store is located in the Meatpacking district, New York. It brings together four of the HUGO brands together, creating a complete look at the brand. The architects wanted a shop that “mixes together urban surfaces, the texture of art, concrete and iron and pouring everything inside to state its own naked aesthetics into the spirit of the place”.

The interior is enveloped in a diamond-shaped pattern of wooden planks; a distinctive element that Thun had already used as a cover for [Boss's headquarters](#) in Switzerland.



Plan



Section





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High-resolution image of the Hugo Boss retail store window display in New York City, featuring a complex geometric structure of light-colored wooden beams forming a series of overlapping diamond and rectangular shapes. On these shelves, various accessories are displayed: a black quilted handbag, a pair of black high-heeled shoes, a pair of black knee-high boots, and a pair of blue high-heeled shoes. The background is a textured wall of grey stone or brick with scattered orange leaves. The lighting is dramatic, highlighting the products against the dark background.