

Stores that live and breathe your product



“Breathing Building Geox” is the building above the Geox store in Milan. It is covered with 734 inox steel panels that can be opened with different inclinations, letting the building “breathe” natural air and supporting in a green way the building’s air-conditioning system.

Why it matters

This building is a large physical manifestation of a brand whose clothes are designed to breathe. Why not demonstrate your product benefits with any space you own? Could parking areas, toilets etc. also be an opportunity to showcase your product’s USP on a grand scale?

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