



STACKDOOR®

BALENCIAGA CASE STUDY



STACKDOOR SYSTEM USED IN 'RAW ARCHITECTURE' FOR BALENCIAGA STORE

Known as part of the historic Cast Iron District, Greene Street New York is famous for its many artists lofts, high brand boutiques and luxury international brand retail stores.

With around 250 buildings in the SoHo district using cast-iron architecture, it has the greatest collection of cast-iron buildings in the world. The arched windows, elegant columns and façades with their distinctive external iron staircases are a rich part of the 1900's heritage and have strict preservation rules when it comes to restoring and repurposing the buildings.

This was an essential element of the brief when luxury brand, Balenciaga wanted to open 104-110 Greene Street as their next flagship store in this district of famous brands such as Versace, Gucci, Chanel, and Fendi amongst others. Located in a landmark building that was constructed in 1908, the Balenciaga store boasts the "most comprehensive example of the brand's Raw Architecture Concept".



The designer brand, along with their architects, had researched the physical security options that would be most in-keeping with this style of building, and after seeing the Stackdoor shutter security solution, were directed to Charter Global, who have installed this product not only in the UK, but specifically for other luxury brands in the USA.



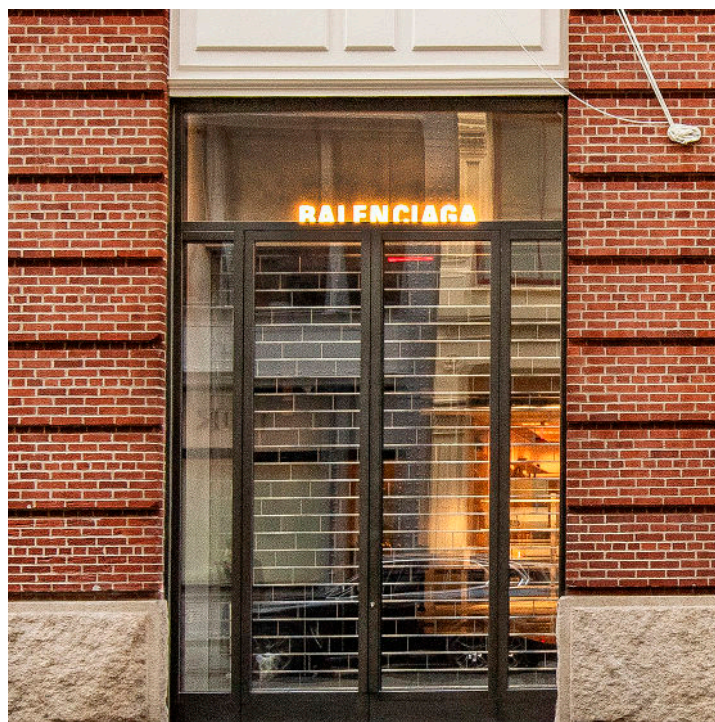
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The high-quality stack-and-pin technology is a revolutionary shutter system that requires no head-box and only minimal space at the top of the shutter curtain, making it ideal for older properties where ceiling cavities were not always a given. It is a lightweight system, where the unique design allows up to 80% free visibility, making it ideal for retail environments where product displays and point-of-sale needs to be seen even when the store is closed.

Not only that, the distinctive 'brick-stacking' design of the Stackdoor echoes the characteristic brick and mortar façade of this beautiful building. A perfect solution where architectural design and security could be matched without compromising either.

Stackdoor can be matched to any standard RAL/BS colour, but in this instance, the industrial stainless steel finish complemented the 'Raw Architecture', using existing elements such as concrete masonry, exposed plaster and cast-iron, intended to be reminiscent of construction sites of the era and the building's historic past.



Toby Humphreys, Sales at Charter Global says:

"It was exciting to be part of a project with such architectural and historical significance. The Stackdoor system is suitable for many types of retail environments, and we are proud to have worked with some very prestigious brands.

However, this project was particularly satisfying as the meeting of old and new building methods and materials gave such a stunning result".