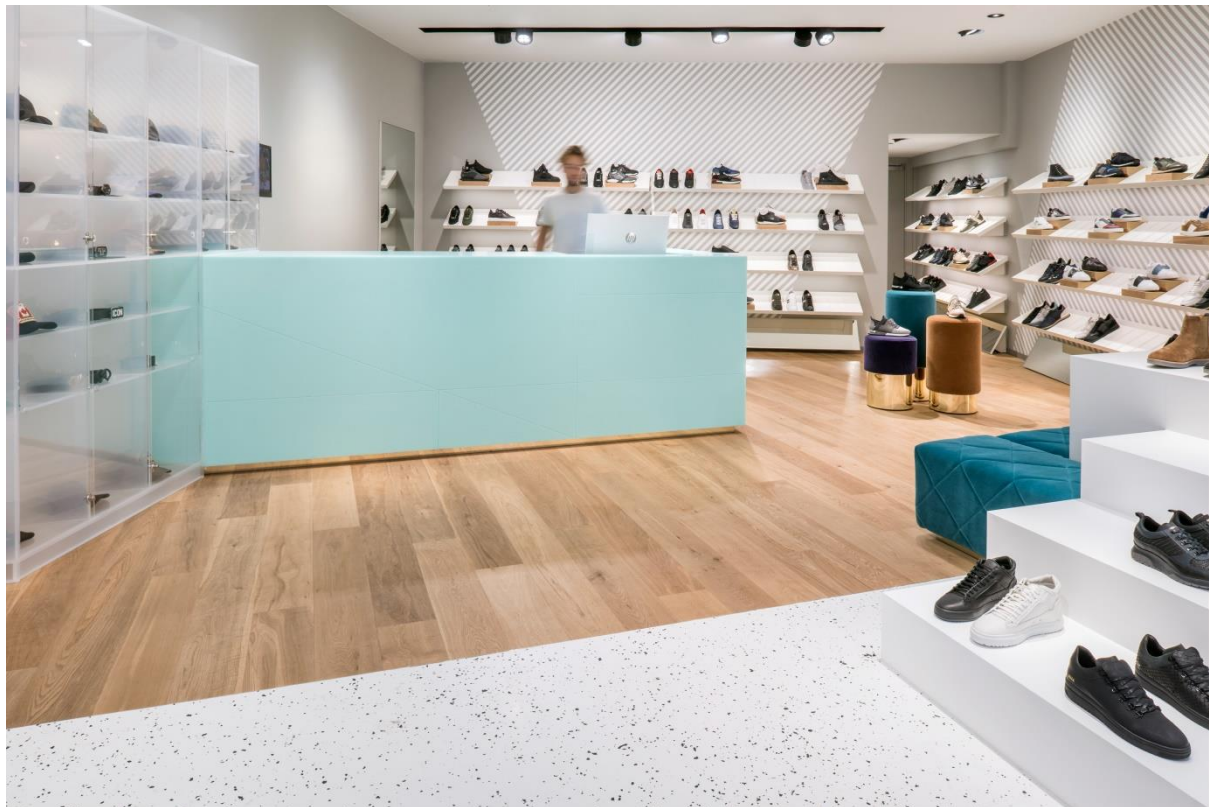


O B L I Q U E M E N
F L A G S H I P S T O R E

New Flagship Store “Oblique Men” features HI-MACS® Emerald with an edgy design.



The new **Utrecht flagship branch** of men's fashion store **Oblique Men** plays on the latest trends, not only when it comes to shoe and fashion collections, but also with its beautiful interior design.

Designers from **The Invisible Party** developed the brand identity and a spectacular interior concept, realized with **HI-MACS®** in its luminous shade **Emerald, from the Lucent collection**, perfectly fabricated by **Van Assem Interieurbouw** with a result that is anything but mainstream.

The designers focused on creating a space that matches the high-end brands the store carries. As these brands have a classic heritage and urban aesthetic, they chose to create a space with a contemporary feel and sophisticated edge.

The design merges two formerly separate spaces. The two spaces were made one by creating an oblique line that runs through both, setting the angle to which floors are laid and furniture is displayed. The angled line also sets the tone, creating a contemporary interior with an edgy high-end yet classic feel.

The classic sense is given a modern twist through different touches, such as the use of latest generation materials, including HI-MACS® for the furniture, combined with a terrazzo-look floor.

The HI-MACS® Emerald colour is used in the counters to interject a trendy colour palette with its bright, almost neon green shade. The colour comes into its own on the warm wood floor and combines well with brass and petrol details. In addition, the Lucent collection from HI-MACS® has translucent properties, where the material and its colour create a special effect using the influence of light.

Furthermore, the Solid Surface material lends itself to optically seamless designs and it is also thermoformable. The only lines you see in this design are the subtle graphic patterns that have been milled into it. The oblique line is also projected onto walls and the changing room doors, adding a bold graphic layer.

An accessories cabinet screens the window from the store. The material diffuses light in such a way that silhouettes are visible but fuzzy. As such it forms a dividing line between inside-outside, or display-hidden.

The range of materials and colours in the shop underlines the coming together of classic and urban. In creating a variety of sensory experiences, traditional materials are made modern through their juxtaposition and reinvention.

The store has been conceived as a stage to present and give an overview of the 58 brands the shop carries. The angled line is repeated in the various display elements, creating specific sight lines and leading shoppers along the products, developing an angled footwear display that shows the product from a wearer's viewpoint. In sum, the design for Oblique Men puts contemporary, urban men's fashion on a pedestal.

PROJECT INFORMATION

Flagship Store Oblique Men

Location: Utrecht, The Netherlands

Design: The Invisible Party theinvisibleparty.com

Fabrication: Van Assem Interieurbouw <https://www.vanassem.nl/>

Material: HI-MACS® Emerald S305 from Lucent collection

Material Supplier: Baars & Bloemhoff, The Netherlands

Photography: © Sal Marston Photography



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High resolution images available: www.himacs.eu/newsroom



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HI-MACS® by LG Hausys

www.himacs.eu

HI-MACS® is a solid surface material that can be moulded into any shape. It is widely used for architectural and interior applications, such as sculptural and high performance wall-cladding or kitchen, bathroom and furniture surfaces, in commercial, residential and public space projects. It is composed of minerals, acrylic and natural pigments that come together to provide a smooth, non-porous and visually seamless surface which meets the highest standards for quality, aesthetics, fabrication, functionality and hygiene – offering manifold advantages over conventional materials.

HI-MACS® provides limitless possibilities for surfacing solutions and inspires creative minds from all over the world. **Zaha Hadid, Jean Nouvel, Rafael Moneo, Karim Rashid, Marcel Wanders** and **David Chipperfield**, among others, have completed fabulous projects using HI-MACS®.

At the forefront of innovation as always, LG Hausys recently introduced two new products. First **HI-MACS Structura®**, a 3D textured panel material that takes solid surface opportunities to a new level. And now **HI-MACS® Ultra-Thermoforming**, an innovative formula that pushes the boundaries of solid surface shaping to a whole new level, with 30% more thermoplastic capabilities - the biggest innovation for the Solid Surface history since its inception in 1967.

LG Hausys' HI-MACS® uses a simple heating process to give three-dimensional thermoplastic forming capabilities, allows visually seamless designs, offers a virtually limitless range of colours and – for some shades - exhibits a special translucency when exposed to light. Although HI-MACS® is almost as robust as stone, it can be worked in a similar way as wood: it can be sawn, routed, drilled or sanded.

HI-MACS® is manufactured using a new generation technology, the **thermal cure**. The temperature reached during the manufacturing process sets HI-MACS® apart from other solid surfaces and creates a denser, even more homogeneous, sturdy, durable surface – with a better resistance and superior thermoforming performance.

HI-MACS® does not absorb humidity, is highly resistant to stains, and is easy to clean, maintain and repair.

Countless internationally recognized certificates attest to the quality of HI-MACS® in terms of ecological commitment, hygiene and fire resistance – being the first Solid Surface in the market to receive the official **European Technical Approval (ETA) for façades** – for Alpine White S728 colour.

HI-MACS® offers the longest warranty on the solid surface market with a 15-year warranty for products fabricated by a Quality Club Member.



HI-MACS®. Because Quality Wins.

For more information and to stay connected, visit our [website](#) and our [newsroom](#).

Let's connect!



* **HI-MACS®** is designed and produced by **LG HAUSYS**, a world leader in the technology sector belonging to LG Group, and distributed by **LG HAUSYS EUROPE** based in Frankfurt (Germany).

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