The importance of fashion as to Madrid can absolutely compete that of bull-fighting as to everyday life of Spanish. In this project, what I try to express through the design is not merely erecting a flagship shop of a brand. What appears to make some sense to me is selling concept as well as creating a street life vertically in the architecture rather than just provide some display area. Throughout the whole process I’m dedicated in finding some ‘landmarks’ which is vital to the shop and is bound to fuel the exquisite structure with passion. That’s what I want to present here.