



An inspiring new experience in the mesmerizing nature of glass. The new flagship store of Paşabahçe Mağazaları, designed and implemented by Demirden | ilio, offers a dynamic and interactive customer journey with an innovative shopping experience Istanbul. The instruments of this store, where the culture of glass is spatialized with a contemporary and deep language, also take on the task of being a creative tool that continues the heritage of glass. The design strategy of this new flagship store is based on 3 main pillars and offers a unique proposal: The commitment to a sustainable world is transferred, immersive and inspiring experiences are presented, and enjoyable shopping codes are rewritten with digital and physical innovations.

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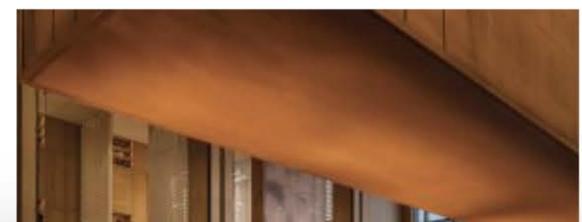
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# Paşabahçe Mağazaları Flagship Store

posted by Demirden | ilio on 2021-05-17

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