

BESIONIA

MILANO



Besionia Outlet Retail Design

Summary

New interior design contest on desall.com: Lima Commerce and Desall invite you to design a monobrand outlet store for BESIONIA, a light luxury women's fashion brand. The store should express a European fashion style with a strong urban attitude, maintaining continuity with the brand's identity while developing its own distinctive character and a language specific to the outlet retail channel.

Official Page: <https://bit.ly/Besionia-Outlet-Design>

Company description

BESIONIA is a light luxury women's clothing brand, born in Italy in 2005. Debuting on the Milanese catwalks the same year, BESIONIA's unique style began drawing increasing attention, especially for its ability to seamlessly showcase different products within its collections. These collections are characterised by garments and accessories shaped by distinctive insights and delicate cuts. BESIONIA is synonymous with creativity, boasting intricate and intelligent designs. It carries forward a fresh interpretation of noble elegance blended with refined delicacy. The brand's multifaceted inspirations blend the rational with the emotive, intertwining nostalgic styles with realism found in modern art. Predominantly embracing European fashion, BESIONIA skilfully marries colourful fabrics with metals and adorns them with crystal accessories of luxurious textures, bringing to life detailed 3D patterns. The brand's essence is conscious, meticulous, sensitive, personal, and vibrant.

LIMA COMMERCE has been active in the fashion industry since 2005. With substantial expertise in European clothing brands and Chinese local management, the company has established itself as a fashion group in China specialising in the operation of international fashion brands. Currently, LIMA COMMERCE manages British luxury fashion brands VIVIENNE WESTWOOD and ASPINAL, as well as Italian light luxury women's brands PINKO, PATRIZIA PEPE, BESIONIA, and MET. To date, they boast over 120 boutiques across China.

What we are looking for

We are looking for a **new retail design project for a monobrand outlet store**, conceived to reinterpret the brand's identity within a sales-driven commercial context. The project should combine **consistency with the brand's DNA** and **retail effectiveness**, maintaining BESIONIA's positioning as a **light luxury** women's brand while **adopting a distinct and specific identity**.

The store should be immediately recognizable, welcoming, and functional, enhancing product value and improving the shopping experience while clearly communicating the outlet nature of the space. Unlike a flagship store, an outlet has a strong commercial vocation: it is a **sales-oriented space** designed to host a larger quantity of products and to encourage a more direct and functional purchasing approach. **The use of wood is required** for the main furnishing elements, in order to increase warmth and comfort and encourage longer customer dwell time.

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To view the **current flagship store, which should be considered as a reference and starting point for the development of the outlet project**, as well as other stores aligned with the brief's requirements, please refer to the images available in the downloadable *Material files*.

Guidelines

To ensure the proper development of your projects, please carefully consider the following guidelines:

Project type

You are invited to design an **interior and retail design concept** for a BESIONIA monobrand outlet store, including layout, space organization, display solutions, and stylistic and material guidelines.

The project should be conceived for a store of approximately **200 sqm (10 meters wide, 20 meters deep)**, with a contemporary and urban language, **consistent with the identity of the current flagship store** but with a more dynamic and commercial approach.

The intervention area should be organized as follows:

- Entrance, located on the 10-meter-wide side
- Window display area, located on the 10-meter-wide side, including an advertising screen, preferably in 16:9 or 4:3 format
- Display and sales area, in particular:
 - Women's apparel: approx. 80%
 - Jewelry: approx. 10%
 - Shoes and bags: approx. 10%
- Fitting room area, including 2 or 3 fitting rooms
- Checkout area, with a counter and a single staffed cash desk (no self-service)

Style and colours

The store should express a European women's fashion style with a strong urban attitude, consistent with the brand's style while **developing its own identity and a language specific to the outlet retail channel**.

In the outlet design, it is recommended to use **the flagship store's main color palette** (white, beige, gray, and light pink) to create visual continuity with the brand. At the same time, the outlet space should present a **differentiated, unique, and easily recognizable style**, emphasizing a more sales-driven and promotional commercial identity.

To view the **current flagship store, which should be considered as a reference and starting point for the development of the outlet project**, as well as other stores aligned with the brief's requirements, please refer to the images available in the downloadable *Material files*.

Elements to be integrated

- **Wooden elements**, to increase warmth and comfort and encourage longer customer dwell time. These elements should play a **central role** in the furnishings; it is possible to design a main element along with a series of secondary elements.
- **New brand-related elements for BESIONIA with stronger recognizability**, such as more impactful signage or distinctive visual features (typical of the outlet retail channel).

Furnishings and other elements

You are encouraged to design and/or choose furnishing elements that align with the store and brand's identity. These should be apt for showcasing a diverse range of products, enhancing customer engagement, and fostering better interactions between customers and staff. The furnishings can serve both functional and decorative purposes.

Prioritise **modular and easily movable furnishings**. These should facilitate effortless space reconfiguration and be adaptable to stores of varying sizes.

You are also encouraged to include display modules specifically designed for jewelry, shoes, bags, and similar products.

Logo

You are invited to place the BESIONIA logo on various surfaces inside the shop. The logo must also appear in the shop window and above the entrance door. Find the BESIONIA logo in the downloadable *Material files*. It is possible to use the logo or parts of it as decorative or furnishing elements.

Materials

The materials used for the furnishings should preferably be **eco-compatible** and consistent with the style of the brand and the flagship store, **also including the use of wooden elements to create a warm and comfortable environment**.

Target audience

The space is addressed to women aged 25-38, contemporary and aware of their personal style. A female target that enjoys being fashionable, confident, independent, and elegant, with a strong interest in fashion as a form of personal expression.

They are fashion feminists and urban women, attentive to trends but guided by their own identity, seeking products and spaces that reflect values of quality, character, and modernity.

Submission materials

Provide detailed descriptions and up to 5 images to effectively present your projects. Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The colour mode should be RGB and the maximum size of a single file should be 1 MB.

You're also invited to use the designated field on the Upload page to attach a .zip file containing 3D files and high-resolution versions of the project images. The maximum file size for the .zip archive is 100MB.

Judging criteria

Entries will be judged based on the following criteria:

Brand consistency 5/5

Functionality/usability 5/5

Project presentation 5/5

Aesthetics 4/5

Innovation 4/5

Language

Desall is an international community; therefore, all text (abstract, description, tags, etc.) must be in English.

Contest timeline

Upload phase: 4 February 2026 – 5 May 2026 (1:59 PM UTC)

Concept review: 4 March 2026 (1:59 PM UTC)

Client vote: from 5 May 2026

Winner announcement: approximately by the end of July 2026

Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall team by the date indicated above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request to the Desall team via email at contest@desall.com or through the contact form. **This review is entirely optional** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission criteria

Participation is free and open to creative talents of any nationality aged 18 or older. Each participant may submit one or more projects. Only projects published on the website www.desall.com from the upload page dedicated to the contest will be accepted.

For this particular contest, the award will include a minimum of 2 revision phases following the announcement of the winner, aimed at achieving project feasibility and facilitating the production process. This will require the submission of new renders, 3D files, and detailed technical drawings.

For more information regarding the participation process and the award at stake, please refer to the invitation email.

For questions related to the brief, you can use the “Have a question” button or write to contest@desall.com.

The [Contest Agreement](#) is available on the Upload page, after logging in.

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, "Abstract" and "Description", to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the "Abstract" field you have maximum 500 characters to include a short summary of your project while in the "Description" field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the "Archive File" field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the "Video File" field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with "hidden" design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.