



PEPE JEANS LONDON - AUSTRALIAN HQ

Port Melbourne, Victoria

ARCHITECT: b g architecture

The Australian headquarters of Pepe Jeans London is now housed behind a Danpalon polycarbonate façade - 160m² of 10mm Multicell, reverse UV.

Donna Brzezinski of bg architecture explains: "The project budget prioritised the intense retail requirements at street level. Hence the general appearance of the building on the upper level was constrained to remain as it stood. The concept became an application of a sheath to conceal a very ordinary building face and disproportionate windows".

"The brief was to ensure that Pepe Jeans had a presence and an iconic location in Melbourne. The boldness of this shimmering façade collaborates with the branding of this popular European label. The constant traffic on Bay Street, Port Melbourne, inspired a dynamic urban response to shield the upgraded building and create a billboard façade."

The interlocking Danpalon panels allow the realisation of a large scale image that appears cohesive and integral. The Danpalon appearance varies in hue according to the light source or time of day. The project demonstrates the value of co-operation and consultation. As Donna says, "This design was a collaborative effort with Australian Polycarbonate Products, the City of Port Phillip and our client" – and the results speak for themselves.



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