

Etiqueta Negra

New York, NY
Point Design



When it comes to fashion and clothing, most people desire little else than to be sexy, smart, and stylish. Argentinean luxury brand Etiqueta Negra successfully communicates these very characteristics in Point Design's sensual and edgy design in its SoHo New York store, which juxtaposes the brand's identity and the look and feel of a century-old building.

Etiqueta Negra, which means "black label," is a brand that focuses on value, contemporary style, and impeccable styling. The store showcases clothes, shoes and accessories in simple cuts, neutral color palette, and fine materials such as Argentine leather for the jackets and Peruvian pima cotton for the polo shirts.

The apparel's sophisticated materials resonate into the interiors of the store. Vintage décor gives the store's timeless and impeccably-crafted merchandise a chic, sexy attitude. Furnished with vintage leather luggage, racing helmets and handmade polo boots set against a background of dark wood paneling, iron beams, black and white photography,

and vintage-inspired industrial lighting, the store is a fierce mixture of contrasts.

"Etiqueta Negra is known for its modern take on masculine, equestrian and sporting style," says Diego Garay, AIA, president of Point Design. "The brand's founder, Federico Alvarez Castillo, is an avid car collector. This passion for beautiful cars has played a central role, from its inception, in Etiqueta Negra's design and aesthetic. It was only appropriate to integrate the vehicles into the design of the store," Garay adds, referring to the 1938 Alfa Romeo 158 on display.

Etiqueta Negra is nostalgic but fresh, crisp but rough around the edges, traditional but with a modern flair. Its store has an ambiance that perfectly attracts, seduces, and sells. It is well-balanced in terms of its iconic elements and well-planned merchandising. "You get the store and the store gets you," Garay concludes.







The store is furnished with vintage leather luggage, racing helmets and handmade riding boots set against a background of dark wood paneling, iron beams, black and white photography and vintage-inspired industrial lighting.

Design: Point Design Inc., with Etiqueta Negra creative team