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### **How to combine fashion with business - secret of mixed-use projects. Paprocki&Brzozowski will move their atelier to Elektrownia Powiśle**

**Paprocki&Brzozowski is a brand that needs no introduction. Famous Polish designers' duo decided to move their atelier to Elektrownia Powiśle this year. New atelier with over 220 sqm. floor area will be located on 1st floor of B1 building. Presence of such a well-known fashion brand in an office space in Elektrownia proves that mixed use projects perfectly combines their different functions in a non-obvious way.**



Marcin Paprocki and Mariusz Brzozowski is a rewarded and loved fashion duet that needs no introduction. Their designs surprise with original construction, unique details and fabrics. For many years Paprocki&Brzozowski atelier was located at Warsaw's city center, but some time ago designers started to think about changing its location and moving heart of their company to other location. Powiśle became their natural choice, as it is one of the greenest districts in Warsaw, but at the same time being its artistic and cultural center. Once looking for a new place, designers turned their eyes to Elektrownia Powiśle, where in November 2018 they organized their

first wedding collection fashion show – First Time. It surprised the guests not only with the creations, full of laces, tulles, embroideries and feathers, but also with the space in which whole collection was presented. Raw, industrial interiors of an office building became a perfect background for the fashion show, which as always was a great success for the designers. From that moment they felt Elektrownia Powiśle is a place in which they want to stay for longer.

**Mariusz Brzozowski** says: „Decision about moving our atelier was going on in our heads for some time, but we couldn't find a place that will fulfil our needs. We were looking for a space in which we want to be and create, work and feel like home. Our eyes naturally turned to Powiśle, but just after our fashion show in Elektrownia we understood, that we can look at our atelier in a different way. A non-obvious

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## POWIŚLE

space in which we presented our first wedding collection, proved that in the interiors of an office building fashion and business can perfectly combine.”

**Marcin Paprocki** adds: „Elektrownia Powiśle is a place, where revitalized historical buildings are complemented with modern architecture. Whole project creates a unique space, dedicated to building social relations, developing creativity and passion. It is the same with our projects – they base on our long-lasting experience and knowledge, but we add unique character to them. We combine textures, fabrics and unusual details. Our clients trust us and they can be sure that perfect quality and original design stay behind all our projects.”

**Bartek Prytuła, Partner w White Star Real Estate** comments: „Elektrownia Powiśle is a unique project, which combines different functions, but also exceptional brands. Once talking with potential tenants we pay huge attention to present them the character and atmosphere of Elektrownia, so they can feel part of the project. That’s how it worked with Paprocki&Brzozowski. Presentation of their new

collection in industrial office space, showed that in projects like Elektrownia business go perfectly with fashion and art. We are really happy that Mariusz and Marcin decided to move their atelier, including office and studio to Elektrownia. Uniqueness of this concept is visible in many aspects. Office space will be used in a non-obvious way. It will be here, where new Parocki&Brzozowski collections will be created and customers will have a chance to meet the designers every day. They will be organizing their meetings, presentations and shows in Elektrownia. For sure Mariusz and Marcin, will be also actively involved in our marketing and PR activities dedicated to fashion and art.”

In few months, new energy for Warsaw will flow straight from Powiśle. Elektrownia Powiśle will become a place where clients can find unique fashion brands, pop-up and concept stores that are not yet available on Polish market, restaurants serving the cuisine from all over the world and first Beauty Hall concept of its kind in Poland. Customers will also experience unforgettable emotions during multiple events organized in Elektrownia.

Cushman & Wakefield and JLL are leasing agents for Elektrownia Powiśle.

### Informacje o inwestorze (Tristan Capital Partners) i deweloperze (White Star Real Estate):

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## P O W I Ś L Ę

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