

Concrete Amsterdam brings New York's rooftop energy to retail for the first Steve Madden Flagship Store in Europe.



Concrete Amsterdam designed the first Steve Madden brand store in the Westfield Mall of the Netherlands, introducing a completely new store concept. This innovative design draws inspiration from the brand's history and its deep-rooted connection to New York City, using the urban rooftop landscape as a starting point to create a bold and immersive retail environment.

The design of the new generation of Steve Madden stores is deeply rooted in the brand's heritage as a bold and revolutionary lifestyle label. The store concept reflects the sense of freedom found above the city's crowded streets—an escape where the new cosmopolitan life takes place. Inspired by the urban rooftop landscape of New York City, the space becomes more than just a retail environment; it is a place for the unique, a place where every unique personality, item, and collection, can be expressed and celebrated. It's a New York roofover where A-NY-THING is possible.

A series of aluminum towers, reminiscent of NYC rooftops, form the foundation of the store's display concept. Customers are invited to explore the city from above, navigating between these abstract rooftops, where each shoe is showcased on its own unique platform—highlighting each item and the diversity of Steve Madden's collection. The aluminum displays are modular, allowing for dynamic arrangements that adapt to each collection, whether seasonal, sale, or standard. The tops of these towers feature a variety of materials—including leather, rubber, stone, and wood—mirroring the textures found in Steve Madden's footwear and accessories, ensuring that every product and collection is presented against the perfect backdrop.

This typology extends to the cash desk, seamlessly integrating functional elements such as the cash drawer, bag storage, and other necessities within the same tower-like structure. As a further nod to New York rooftops and the Statue of Liberty, the tops of the cash register units are crafted from green oxidized copper, reinforcing the connection to the city's architectural language.

In addition to the towers, a central shoe display anchors the space. Designed as horizontal "landscapers," this sculptural element features a raw concrete finish, bringing an urban, industrial feel. As a personal touch, the surfaces are adorned with abstract graffiti-style tags, referring to the names of Steve Madden's products—adding a layer of storytelling and brand identity to the space.

The integration of urban elements continues throughout the store. Abstract street markings, such as a stylized zebra crossing and yellow street lines, are embedded into the flooring, reinforcing the connection to the cityscape. At the end of the zebra crossing, full-height mirrors double the space visually, enhancing the shopping experience and creating the ultimate selfie moment. Seating elements in varied sizes and upholstered in green-toned fabrics and leather evoke an aerial view of the quiet refuge of Central Park, offering a contrast to the raw energy of the urban setting.

Lighting plays a crucial role in shaping the experience. Two sculptural chandeliers, positioned as if in motion, serve as a nod to the Statue of Liberty, reinforcing the store's concept of freedom. Full-height digital screens, designed as abstract pillars, display campaign visuals that capture the vibrant energy of New York's streets. This in combination with strategically placed spotlights creates the perfect stage for the products, ensuring optimal visibility while enhancing the sense of drama.

The entrance of the storefront is designed to expand the sense of space, by placing full-height matte bronze mirrors on both sides of the entrance. In combination with a reflective ceiling with a striking crown light installation, bringing a bold yet sophisticated touch. A ticker display, reminiscent of Times Square, further anchors the store into the DNA of New York. Together, these elements form a retail environment that immerses customers into the world of Steve Madden, transforming the act of shopping into an exploration of the brand's urban inspiration.

The new store concept is set for an international roll-out. The Steve Madden store in Dubai Hills Mall is already open, with Rotterdam and Eindhoven in the Netherlands coming soon.

Noot voor de redactie

Over Concrete Amsterdam

Concrete is a multidisciplinary interior and architecture studio based in a canal house in the middle of the red-light district in Amsterdam. Since 1997 Concrete develops concepts. We develop innovative concepts that transcend traditional boundaries. Whether it's in architecture, interior design, urban design, branding and conceptual programming, our diverse talents converge to create unique and impactful solutions. Fundamentally, Concrete places people above buildings, recognizing that the essence of design lies in its human connection. We firmly believe that form should follow life, shaping environments that seamlessly integrate with the ways people live and interact.

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Over Steve Madden

A man who wears many hats – and shoes, Steve Madden cannot be described in one word. He is an entrepreneur, an award-winning designer, a business titan, and a family man. The eponymous shoe designer is also the subject of the documentary film, *MADDMAN: The Steve Madden Story* on Netflix. A movie that delves into the man who built a booming brand and nearly lost it to “The Wolf of Wall Street,” only to rebound with a global empire. He’s endured failures and of course successes without forgetting his humble beginnings or his core consumer, resulting in millions of adoring fans worldwide. Considered the fashion footwear mogul of the 21st century, Madden has an innate sense of what’s hot, what’s next, what’s exciting and more importantly, how this will translate to the customer. Inspired by rock and roll, fused with a jolt of sex appeal and urban edge, Madden creates shoes that are innovative, fun, sometimes wild and always spot-on-chic. In 1990 with a mere \$1,100 in the bank, Madden swiftly followed his intuition to create the next big trend, anticipate consumer needs and subsequently deliver collections that were both cutting edge and highly saleable. Channeling his creative energy to produce a variety of silhouettes and vibrant styles in his Queens-based factory, quickly his dream became reality and the Steve Madden brand was born.

The prolific designer’s expertise in trend forecasting has propelled him to the top of his field. Relying on sheer instinct, he transformed a footwear relic into a phenomenon when he introduced a new amped up platform shoe at the launch of his company. Inspired by rock stars of the 70s, Madden’s now famous chunky platform shoes were one of the biggest success stories of the time and became a hallmark to the brand. With his finger on the pulse of pop culture, Madden says, “What inspires me is what I see people wearing on the streets of the world from New York to London and beyond. I get my ideas and inspiration from pounding the pavement.” The fusion of style and music remains at Madden’s core: “Music is in the DNA of what I do.” As with fashion and design, Madden has an eye and ear for emerging talent, which led to the creation of Steve Madden Music, an integrated marketing platform that promotes music artists through a multitude of media, consumer channels and live performances. As such, he has collaborated with stars including Lady Gaga, Katy Perry, Ellie Goulding, Iggy Azalea, Santigold, Tove Lo, Jason Derulo, The Kills, Tori Kelly, Halsey, and Cardi B, all while on their rise to fame. With the continuing success and the consistent growth of the Steve Madden Music platform, Steve decided to expand on his love for music and launched 5Towns Records in 2016. On a philanthropic note, Steve Madden is continuing to shine a light on those in need of a second chance by supporting a variety of organizations in that genre, while also helping to mentor young entrepreneurs around the country with the newly launched “Self Made” company initiative.

Steven Madden, LTD.: Today, the Steve Madden brand has evolved into a lifestyle company that not only owns Steve Madden, Steven by Steve Madden, Madden Girl, Freebird, Stevie’s, but it also owns and operates Betsey Johnson, Dolce Vita, Brian Atwood, Jocelyn, Report, Cejon, Mad Love, and Blondo; while it is the licensee of various brands, including handbags, belts, and the sought-after sneaker brand, Superga. Steven Madden LTD also designs and sources products under private label brand names for various retailers. Steve Madden has a robust private label division while its wholesale distribution includes department stores, specialty stores, luxury retailers, national chains and mass merchants worldwide. The company operates over 208 retail stores in 70 countries. Steve Madden licenses certain of its brands to third parties for the marketing and sale of certain products, including ready-to-wear, outerwear, intimate apparel, eyewear, hosiery, jewellery, fragrance, luggage and bedding and bath products.

[Website](#) | [Instagram](#) |

For more information & interviews please contact

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Credits

Project: **Steve Madden**
Client: Steve Madden Europe B.V.

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Project location

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Eindhoven - Demer 39, 5611 AP Eindhoven
<https://stevemadden.eu/>

Website:

Project information

Start design: August 2024
Opening: March 2025 Westfield Mall of the Netherlands
April 2025 Rotterdam
April 2025 Eindhoven

Total built area: Westfield Mall of the Netherlands : 150m2 (+50m2 storage)
Rotterdam: 115m2 (+50m2 storage)
Eindhoven: 115 m2 (+60m2 storage)

Project team

Project team concrete: Rob Wagemans, Lisa Hassanzadeh, Melanie Knüwer,
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Project development: [Bulsink Group BV building ambitions, www.bulsink.com](http://www.bulsink.com)
Construction partner: [Bulsink Group BV building ambitions, www.bulsink.com](http://www.bulsink.com)