

Milan Report

January 2019

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1. Roberto Festa Milano

Project Overview

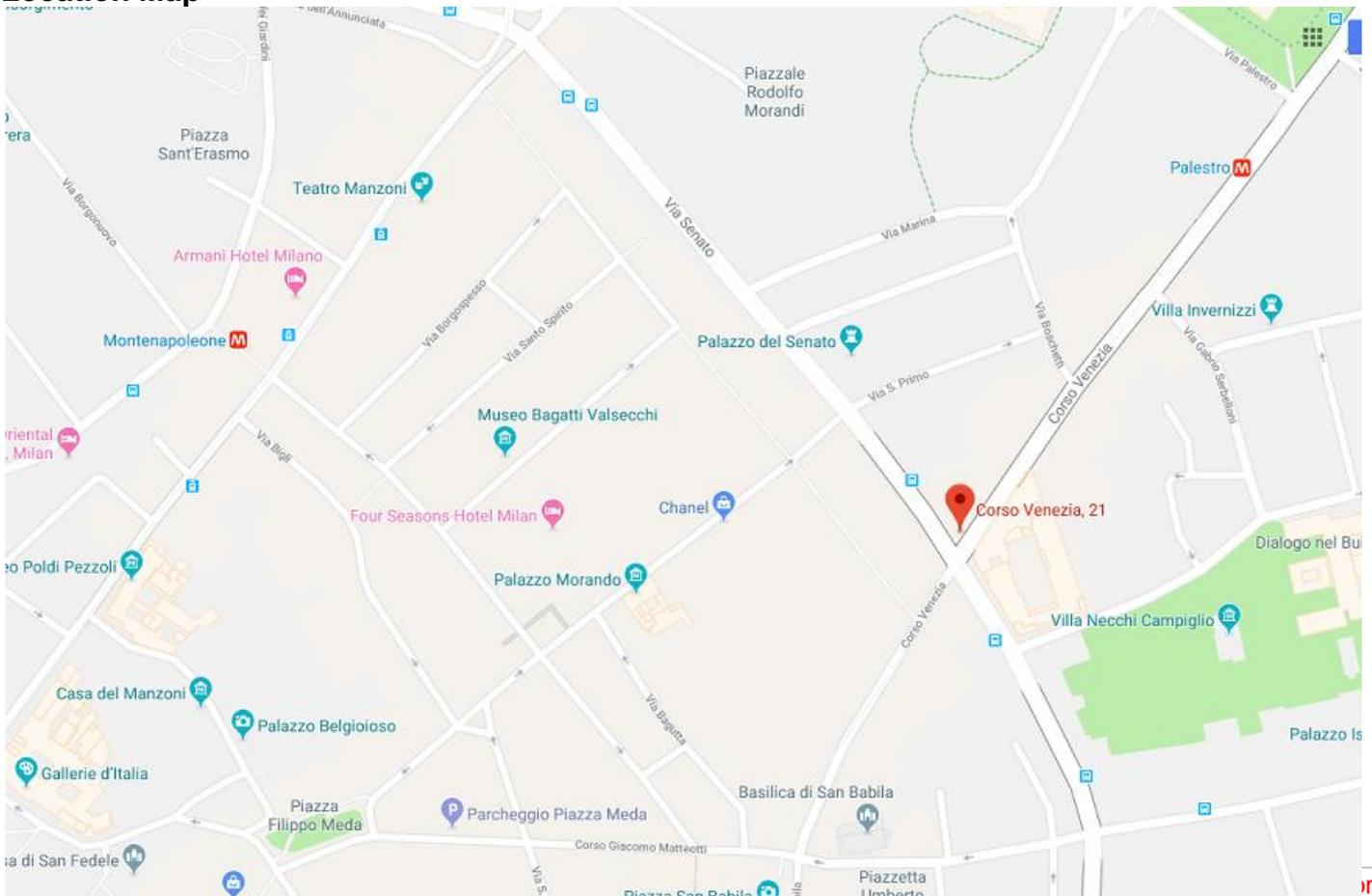
Roberto Festa Milano, an Italian brand that produces women's shoes, has inaugurated the first mono-brand store in Corso Venezia 21, in the spaces previously occupied by Luciano Padovan. The store, located in the heart of the fashion district, is on two levels: one dedicated to the sale, about 50 square meters, and a showroom that extends over another 80 square meters. "This is a strategic choice for the international growth of the brand", the company said was born in 2009 and today has a turnover of around 10 million euros. The main markets of the brand, which marks an export share of 80%, are Europe, America and China.

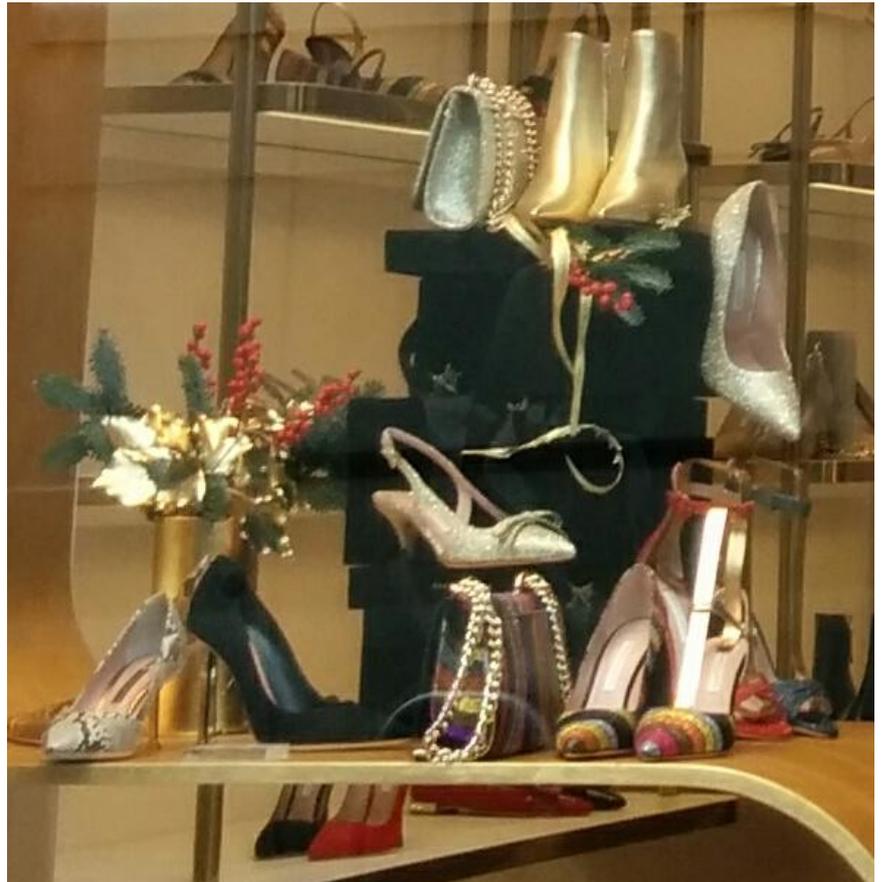
"We have started a close collaboration with Chiara Ferragni aimed at strengthening the project of expansion in the Chinese and American markets", explained the owner of the homonymous brand. At the moment we do not have in mind upcoming openings even if some of our partners are considering to duplicate the format elsewhere".

Project Details

1. Brand / Roberto Festa Milano
2. Type of Business / RETAIL
3. Open Date / 2018/12/ 06
4. Location / Corso Venezia 21, 20121 Milano
5. Website / <http://www.robertofesta.it/en/>

Location Map







ROBERTO FESTA
MILANO

ROBERTO FESTA
MILANO

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2. Gianni Chiarini

Project Overview

Gianni Chiarini opens the first store in Milan, Via Della Spiga 46. It is a space of about 60 square meters in which the interior design has different from their stores in Florence which is the birthplace of the brand. A space, designed by architect Antonio Barbieri, and realized in a succession of soft colors alternating with the use of precious materials such as pink onyx and galvanized champagne-colored metals. The large arched wall is reminiscent of the courtyards of Florentine noble palaces and Renaissance architecture. In addition, some of the walls of the boutique are treated and worked three-dimensionally, to remind the company's core business, the craftsmanship and the manual skills of leather processing. Andrea Vecchiato, at the helm of the Tuscan company said "I am proud to open a prestigious boutique in the Lombard capital, in a corner of Milan's quadrilateral, always elegant and rich in history, which is via Della Spiga. The new opening is part of the dynamic strategy of internationalization of the brand".

Project Details

1. Brand / Gianni Chiarini
2. Type of Business // RETAIL
3. Open Date / 2018/12/
4. Location / via Della Spiga 46 , 20121 Milan
5. Website / <https://www.giannichiarini.com/en/>

Location Map

