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# MILANO REPORT

OCTOBER 2017

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## 1. Stokke Milan

### Project Overview

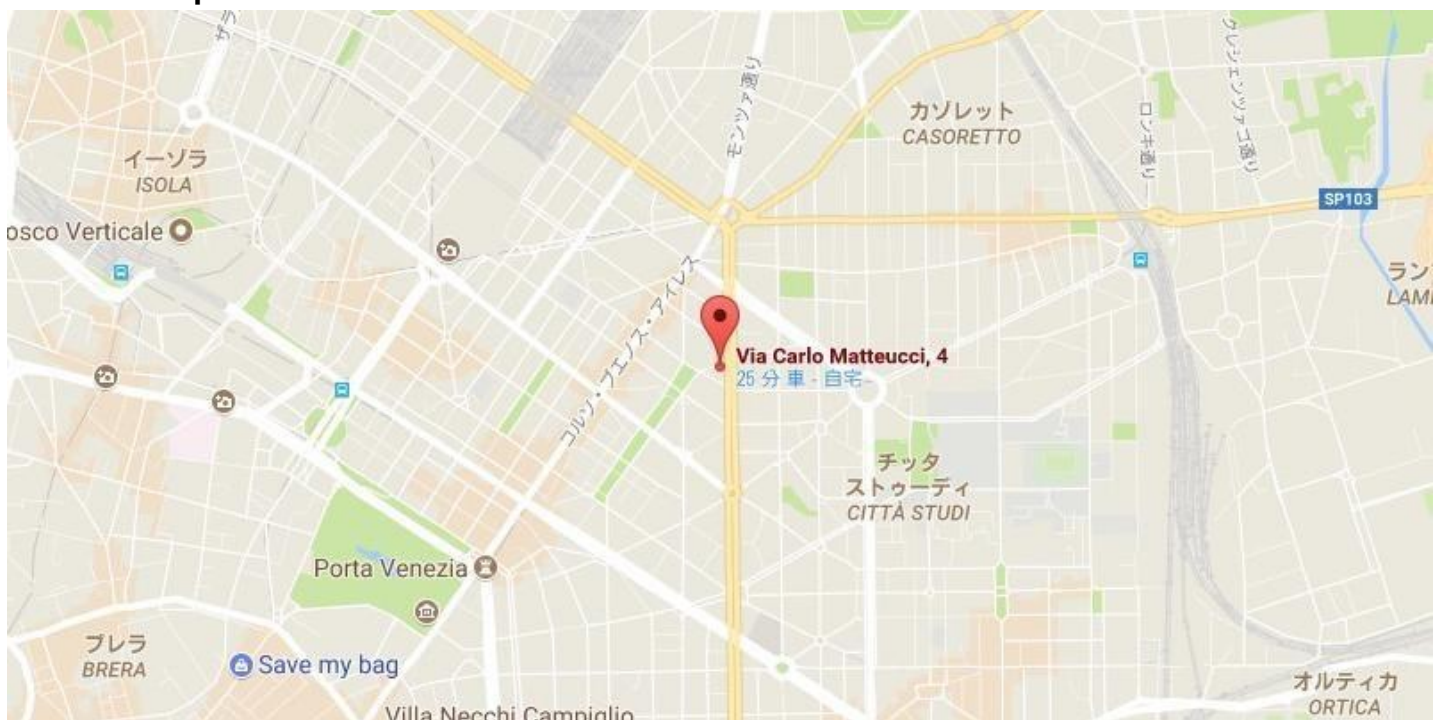
Stokke chose Milan for their first European single-store shop. After Shanghai, Seoul, Beijing, Moscow and in collaboration with Salina, a historic store specializing in products for Children and already a commercial partner in Stokke, the Norwegian brand of early childhood products landed in the Lombard capital with a store via Matteucci 4 (corner Viale Abruzzi).

"The opening of the first Stokke store in Europe, in Milan, is a key milestone in the development process we're taking on the brand," said Angelo Oliva, country manager Stokke Italia, Spain, Portugal. "We chose Milan because it represents the perfect match with the design and because, in front of a major business project like retail, it was important to put the first piece on the chessboard starting from a world capital. We are raising the qualitative level of our market both from a distributive point of view and from the point of view of the consumer experience."

### Project Details

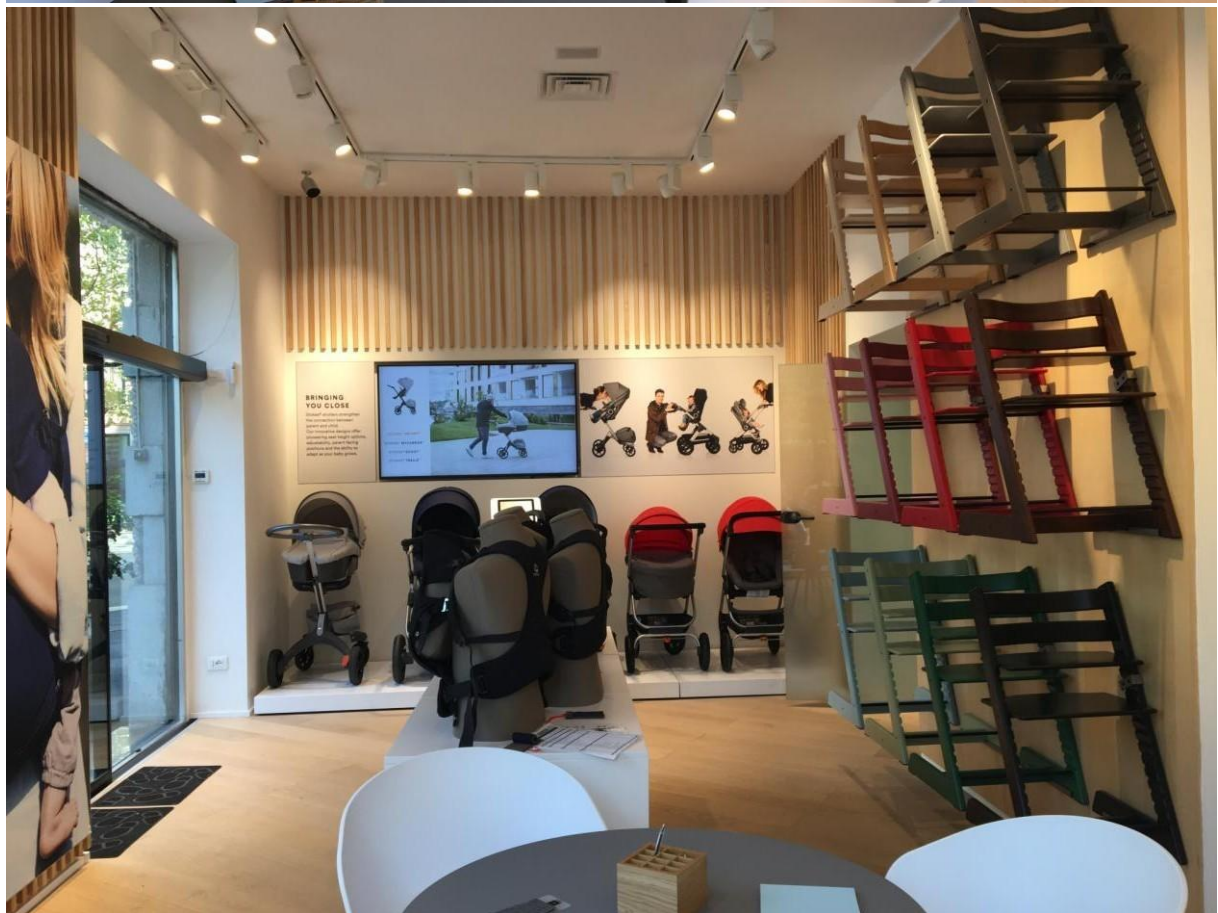
1. Brand / Stokke
2. Type of Business / Retail
3. Open Date / 2017/08/09
4. Location / Via Carlo Matteucci 4, Milan

### Location Map













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## 2. Rosso35

### Project Overview

Rosso35 opened its first single store in Milan, a cozy space with two large showcases in the heart of Brera: the elegant shopping area.

The environment, sophisticated and airy, is played on clear tones and natural materials that represent the style of the Genoese brand: natural oak logs and raw cement dressed in floors and walls, furnishings enriched with tropical fatty plants, linen fabrics and Galvanized brass.

Fruit of the joint work of AGL Architects and Charlotte Mello Tables for interior design, the store will be at the center of a program of exhibitions and events centered specifically on storytelling of projects related to the female world.

### Project Details

1. Brand / Rosso35
2. Type of Business / Retail
3. Open Date / 2017/07/12
4. Location / Via Pontaccio 7, Milan

### Location Map











