

MILANO REPORT

June 2014

CONTENTS

- * Brian & Barry San Babila Milano
- * Ealetaly Smeraldo Milano

1. Brian & Barry San Babila Milano

Project Overview

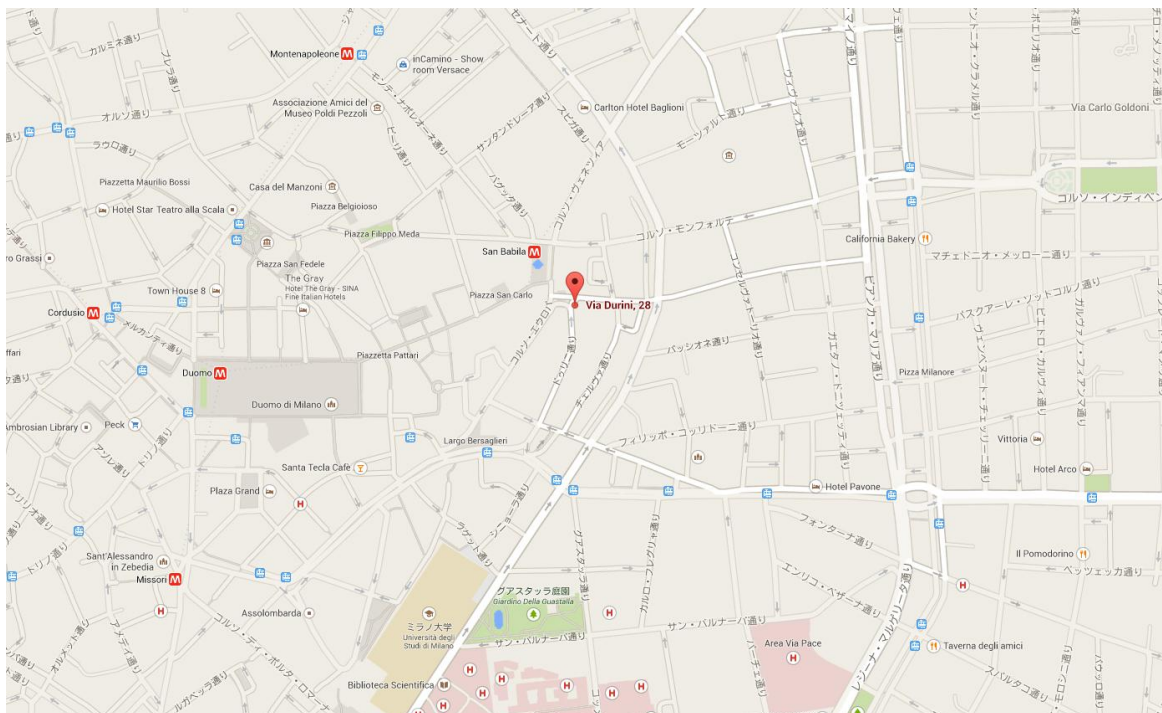
A department store, Brian & Barry opened on the 20th of March in Milan, in Piazza San Babila: 12 floors and 6,000 square meters dedicated to fashion, luxury, design, jewelry, leisure, cosmetics and food.

The store is open seven days per week from 10:00 to 22:00. Visitors are welcome by the Eataly Café at ground floor (Eataly is one of the main partners of the project) with an area dedicated to technology, eight restaurants and beverage corners. Sephora Beauty and famous brands of jewelry and watches, such as Vhernier are located in different floors. Four floors are dedicated to women's and men's fashion, while two floors have restaurants and the VIP room of Asola Cooking Tailoring, under the direction of Chef Matteo Torretta. The store is located in the building designed by Giovanni Muzio in the fifties. The interior shows contemporary design with fine escalator and elevators. The total investment for the project was 70 million euro also done in view of Milan Expo 2015.

Project Details

1. Brand: Brian & Barry
2. Type of Business: Department store
3. Open Date: 20/03/14
4. Location: Piazza San Babila , Milan

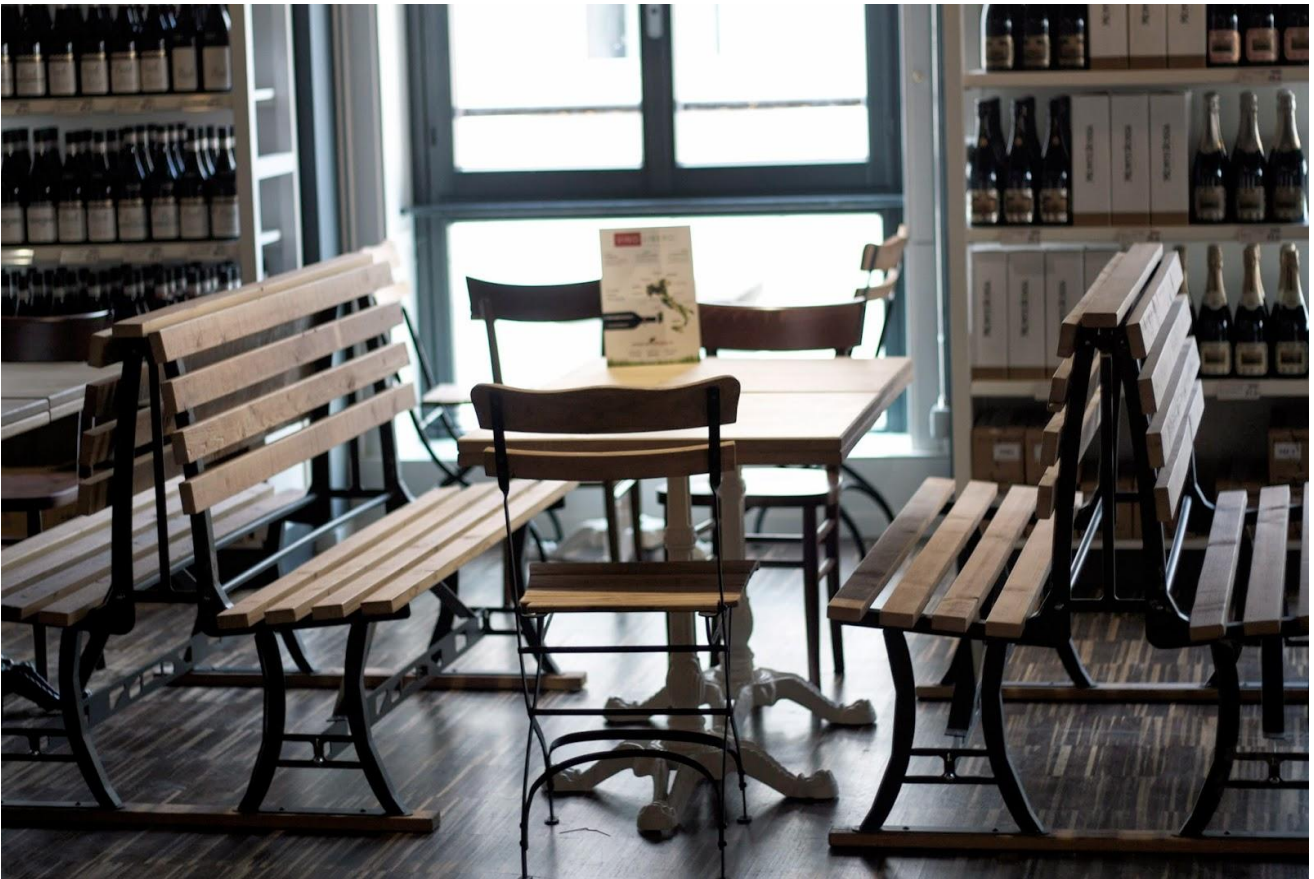
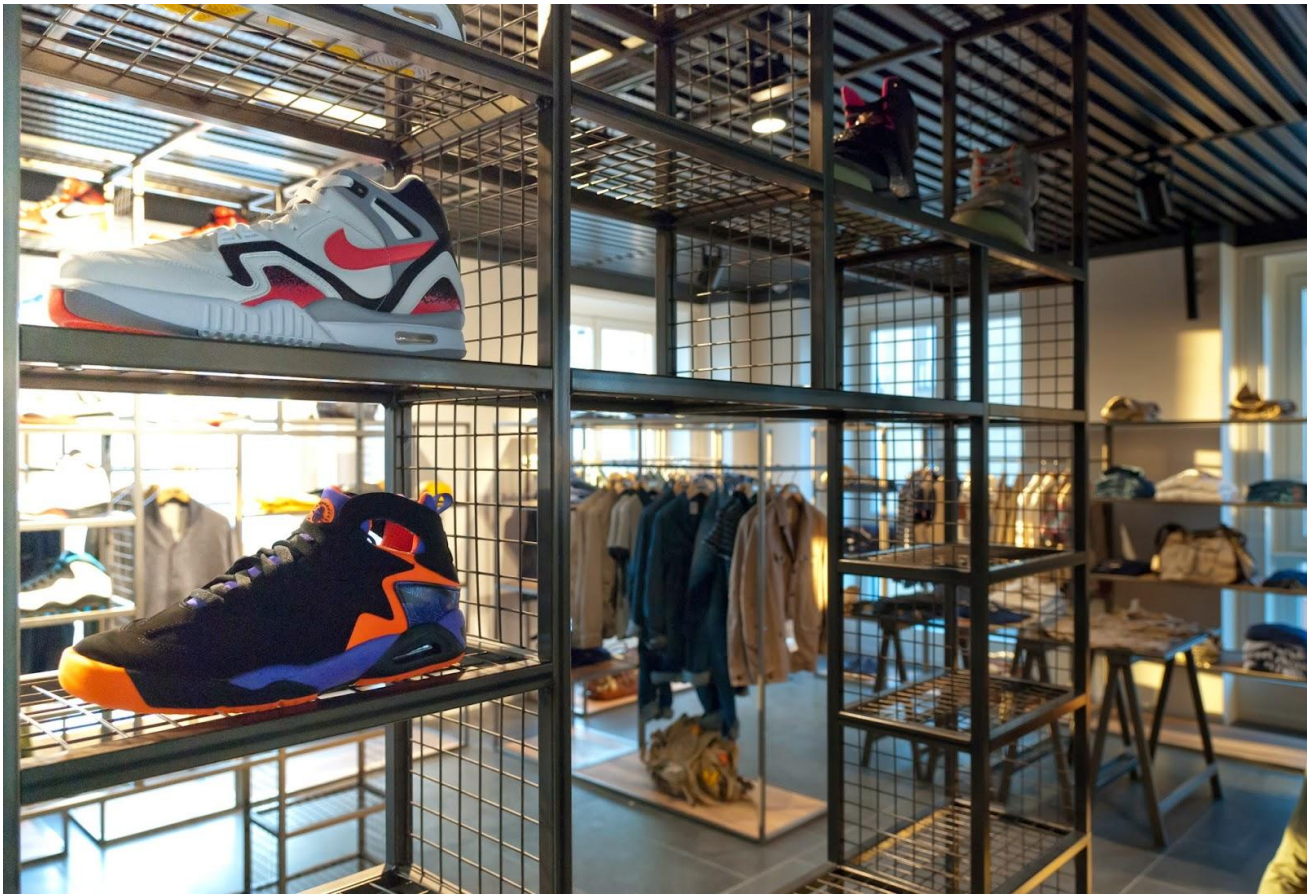
Location Map











2. Eaetaly Smeraldo Milano

Project Overview

Eaetaly Smeraldo opened in March 2014 with three floors, five thousand square meters, thousands of fresh products of the highest quality certified Made in Italy, fifteen restaurants open seven days a week. Moreover, the space is used for a cooking school, children workshops and a wide performance stage for established artists or new artists. The doors of the new store in Piazza XXV Aprile (MM2-MM5 Garibaldi) was opened to the public March 18, 2014. The distinctive feature of this mega-store, the 25th store in Italy and in the world, is the wide performance stage that resembles the magnificent Smeraldo Theater in which it is located. The performance stage, located in the center of the store, will host performances of all kind, from cabaret to music, from dance to reading, with great artists or new artists..

Project Details

1. Brand: Eaetaly
2. Type of Business: Food store
3. Open Date: 18/03/14
4. Location: Piazza XXV Aprile, Milano

Location Map

