

MILANO REPORT

JUNE 2013

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1 GUCCI MEN'S FLAGSHIP STORE

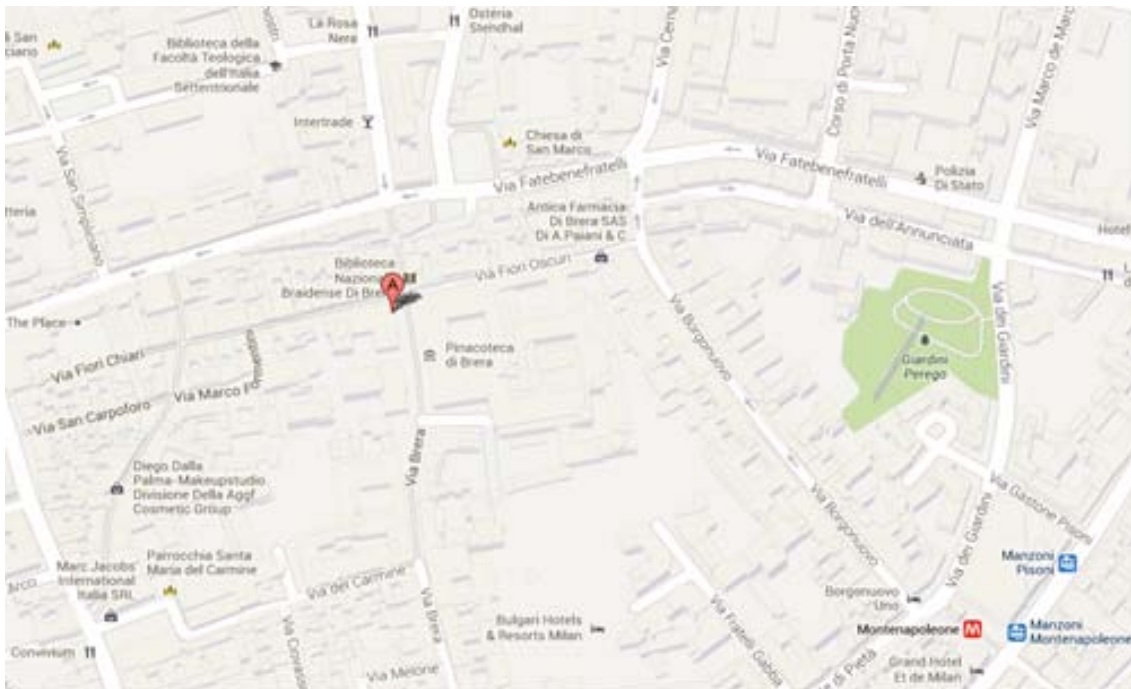
Project Overview

GUCCI MEN'S FLAGSHIP STORE is characterized by the concept design of Gucci's Creative Director Frida Giannini. It is the first men's flagship in Europe dedicated to men's fashion with a sales area of 500 square meters. It has three floors and includes a wide service area called Made to Measure, a customized luxury offered to the glamorous and elegant contemporary gentleman. The boutique in via Brera will be the first to offer the capsules collection 'Lapo's Wardrobe' designed by Frida Giannini and Lapo Elkann. The collection MADE TO MEASURE includes 27 looks - 23 for the man and 4 for the woman.

Project Details

1. Brand: Guccio Gucci Spa
2. Type of Business : Shop
3. Open Date: 23/06/13
4. Location: Via Brera 21 - Milano
5. Size / 500 m²
6. Interior Designer: Frida Giannini

Location Map





(View of exterior)



(View of interior)



(View of interior)

2. MUGLER

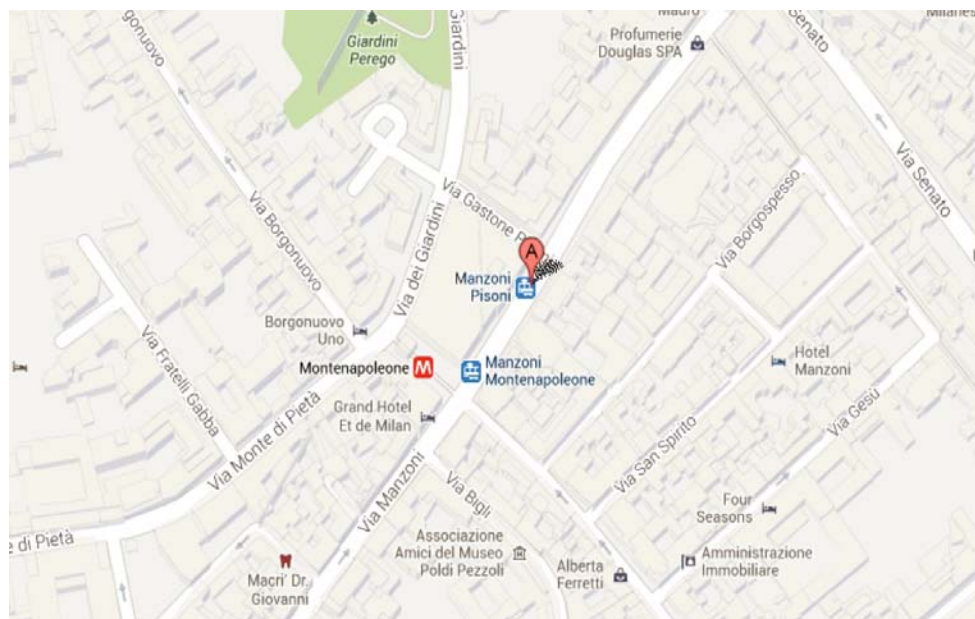
Project Overview

Timed with the end of the Menswear Fashion Week, Milan hailed the opening of the first Mugler boutique with an exclusive cocktail party. The fashion house opened a shop-in-shop inside It's 30 Manzoni, Ittierre's first department store located in Via Manzoni 30 in Milan. The Mugler boutique can be accessed through a personalized entrance and it boasts two windows overlooking via Borgospesso, in the heart of Milan's fashion district. The 90 square meters space offers men's and women's fashion with the accessory collection and the maison's acclaimed fragrances. The overall environment blends past and present thanks to the exclusive location –Palazzo Gallarati Scotti – whose walls are covered with original 18th century frescos that sit side by side with the store's ultramodern metal furnishings. 'This store is an exciting step towards the evolution of the Mugler brand, initiated in 2010. For the first time, the brand presents its whole universe in Milan, one of the world's leading fashion cities. We are thrilled by the partnership with Ittierre and by their outstanding expertise' commented Joel Palix, President of Clarins Fragrance Group and Director General of Mugler. Enlivened by Marcelo Burlon's live DJ set, the opening party saw the participation of brand ambassador Virginie Courtin-Clarins who said she was very happy with the opening party. She especially liked the clever balance of classic and avant-garde style typical of Mugler brand's DNA. Virginie Courtin-Clarins wore a long black Mugler gown and a bag from the brand's first accessory collection available in the boutique.

Project Details

1. Brand: Mugler
2. Type of Business: Shop
3. Open Date: 25/06/13
4. Location: Via Manzoni 30 - Milano
5. Size: 90 m²

Location Map





(View of interior)





(View of interior)

3. BALMAIN

Project Overview

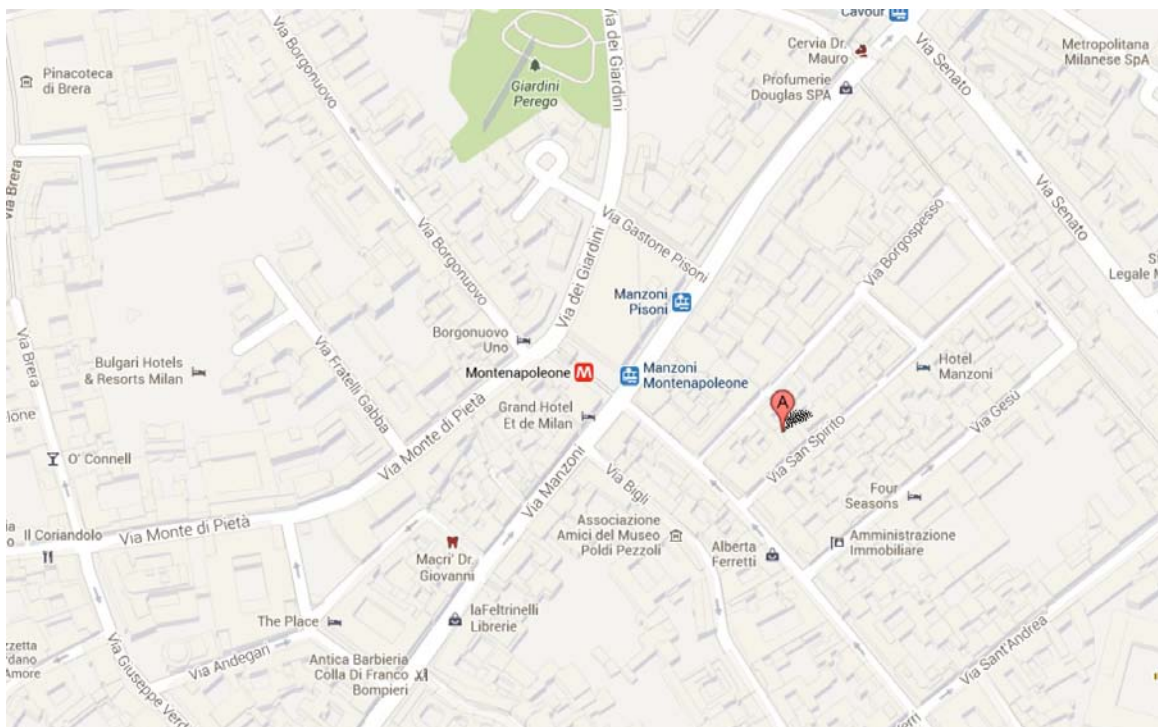
The venue - Palazzo Gallarati – is one of the best examples of 18th century architecture in Milan. The 120 square meters boutique blends– aesthetically and conceptually – the style of the '50s and the 21st century. The first Pierre Balmain's boutique, the second line of Balmain Paris, opened on 22nd of June 2013.

"We are extremely excited to be partner of Ittierre Spa for the opening of the first Pierre Balmain shore in Milan. The brand's unique blend of Parisian chic and street flair appeals particularly the Italian customers who love fashion that is haute but also fun" stated Alain Hivelin, Chairman of Balmain Paris. Also commenting the new partnership, the General Director of Ittierre Spa, Alessandro Locatelli said: 'The timing for opening a Pierre Balmain's boutique is just right. The brand has been growing by leaps and bounds since its launch in 2011 and it has become a major player in the contemporary fashion industry. We are quite confident that this store will be successful'.

Project Details

1. Brand: PIERRE BALMAIN
2. Type of Business: Fashion store
3. Open Date: 22/06/2013
4. Location: Via Borgospesso 5, Milano
5. Size: 120 m²

Location Map





(View of interior)