

# MILANO REPORT

August 2016

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## 1. MooRER

### Project Overview

MooRER , a company specializing in down jackets and padded coats , is ready to open its first flagship store in Milan. The success of the Veneto has allowed the proprietor and founder, Moreno Faccincani, to make a big step that the company aspired for some time : to invest in its first flagship store in Milan . The opening of the store is scheduled for September 2016 in Via della Spiga 48 , one of the most famous streets in the world , and the official opening will take place during the fashion week in September. Retail in the project , will be joined by the outerwear, the line of trousers and knitwear Made in Italy , presented at Pitti Immagine Uomo .

The brand was born in 2006 with collections for men, to which were added those of women which in just three years have come to absorb 30% of revenues. A fast growth that is not surprising: before MooRER Faccincani had created in 1999, to Feyem, brand women's outerwear. In 2015 the Venetian company's turnover increased by 15% to 21 million and exports went up to 75%. Again the path was a breeze: in 2011 the Italian market absorbed 85% of sales. "If we were able to gain market share in a very competitive market, for jackets and padded garments, especially feather - precise Faccincani - it is because we focused on the product and invested heavily in research and development, without ever thinking to relocate ". Also in view of the retail project, which was the founder of MooRER long stroking, the brand has added to outerwear lines of trousers and knitwear always 100% Made in Italy.

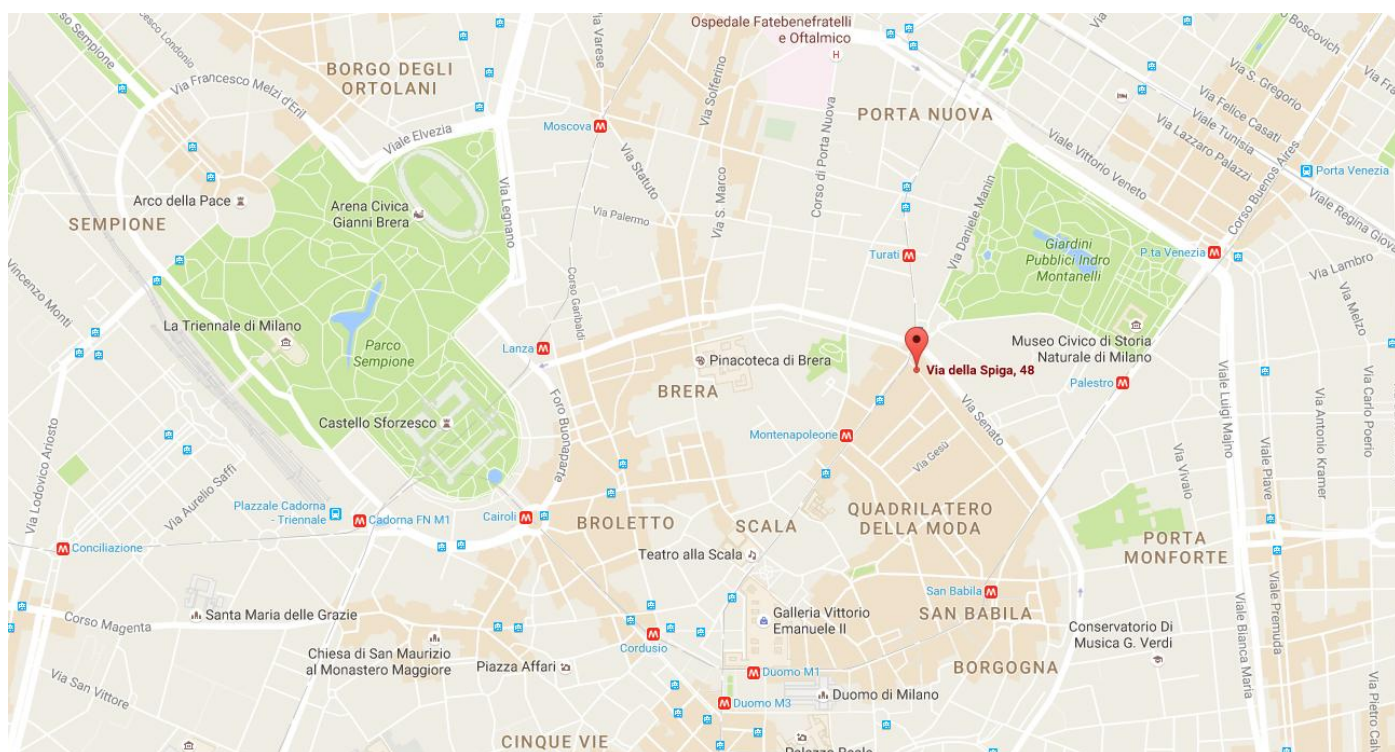
"The Via Spiga store, which we hope to usher in the beginning of September, will present MooRER to the world: in 200 square meters we have the right space - concludes the entrepreneur -. The Milan-brand will be an extraordinary vehicle of communication, but we would like to go early to break even, the strong recovery of the internal market that we saw throughout Italy in 2015, observing the wholesale channel.

Among the foreign markets on which we focus are Japan and Korea, who went better last year, beside Germany, Austria and North America which already today are worth 15% of exports. "

### Project Details

1. Brand : MooRER
2. Type of Business : Boutique
3. Open Date : 2016/09/01 - Official opening during the Fashion Week
4. Location : Via della Spiga 48, Milan

## Location Map





# Your Down Jacket

Is a style rise? Or down?

進化も何も、存在自体が新しい

## イタリアで話題沸騰 『ムーレー』上陸

LEONは毎シーズン、ヒッチイ、ミラノコレクション、パリコレクション、などを取材。その度に「こんな格好良いブランドがあつたんだ」と驚かされています。またまた日本では知られていない魅力的なブランドがたくさんあるのですよね。そしてここで紹介するダウンも、そのひとつ。母国、イタリアで大人気のブランドが、日本にやってきましたよ。



ムーレー  
Moorer

ねっ、格好いいでしょう

日本上陸を果たした、イタリアで大人気の、ムーレー。光沢感のある生地とコヨーテのファーがとってもリッチ。細身のシルエットも美しい。フロントにはダブルファスナーも備え、袖口はリブと、機能性も抜群。フードは脱着式で、外しても格好良いです。15万8000円/ムーレー (ランティコ・ガルダローバ)



この冬日本に正式上陸を果たしたムーレーのブランドタグ。神々しい雰囲気はこちらを発見した際には、即購入が正解です。



こういうタイプもあります

こちらのムーレーは、腰丈のジャケット。セミダブルの合わせが確かく、やはりダブルファスナーを装備。さらに襟元をストラップで留められる完璧な防寒仕様。ファー付きの襟は脱着式で、外すとスタンドカラーになります。18万3750円/ムーレー (伊勢丹新宿店)

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にご紹介するのは、ムーレー。……といっても、きつと、ご存知ではないですよ。だって今シーズン、日本正式上陸ですから。つまり「進化したダウン」というよりも、ブランドが「新しい」のですね。

ムーレーはイタリアのヴェローナで生まれたブランド。2005年の秋冬からメンズをスタート。最大の特徴は、すべてが最高品質であることです。

ダウンは最高の柔らかさと軽さと保温性と放湿性を誇る、カナダ産の最高級ホワイトグースダウン。フードにあしらうファーはコヨーテ。表地は日本製のテクニカル素材で、高密度の織りにより、秀でた耐久性と耐摩耗性と撥水性とを実現。ボタンやファスナーなども最高品質の別注品。もちろん、仕立てや各部の作りも最高品質です。

そんなことからムーレーはイタリアで大人気。実際、こうして実物を見ると、これまで日本に入ってこなかったのが不思議なくらいに格好良い。日本でも大人気となること必至でしょう。だから、いち早くムーレーを手に入れ、着こなすのが、大オススメ。間違いない今年の冬の、「一番新しいダウン」の着こなし、になりますよ。

## 2. Chloé

### Project Overview

Chloé continues to expand at a fast pace. The fashion house of the Richemont luxury group, which in late June launched its first e-commerce site in partnership with Yoox, announces two important new store openings in Milan and Paris.

The brand is indeed to inaugurate its first boutique in Italy, and more precisely in Milan. The store will open on August 1st before the official opening which is scheduled during the Fashion Week of September.

The boutique of 230 square meters is located in the Fashion and Luxury, in Via della Spiga 30, where was previously the Moschino boutique adjacent Via Sant'Andrea. The interior is characterized by a contrast in materials, with the oak sweetness and beige-pink tones typical of the brand coupled with the hardness of marble and brass.

It is the same store concept that characterizes the new Parisian Chloé address. The label has moved in early July from the civic 44-50 avenue Montaigne, significantly increasing its store size which now reaches 320 square meters.

"The boutique is designed to look like a house, inspired by our Paris store which opened in 2013 on the rue Saint-Honoré. This is the same decorative pattern, but with architectural evolution realized through the use of natural solid materials that are employed without different treatments that are not craft ones ", indicates the Maison. The store has furniture coming from the study of the brand, like a carpet and armchairs goat hair as well as vintage pieces painted by artistic director Clare Waight Keller, including lamps and ceramics.

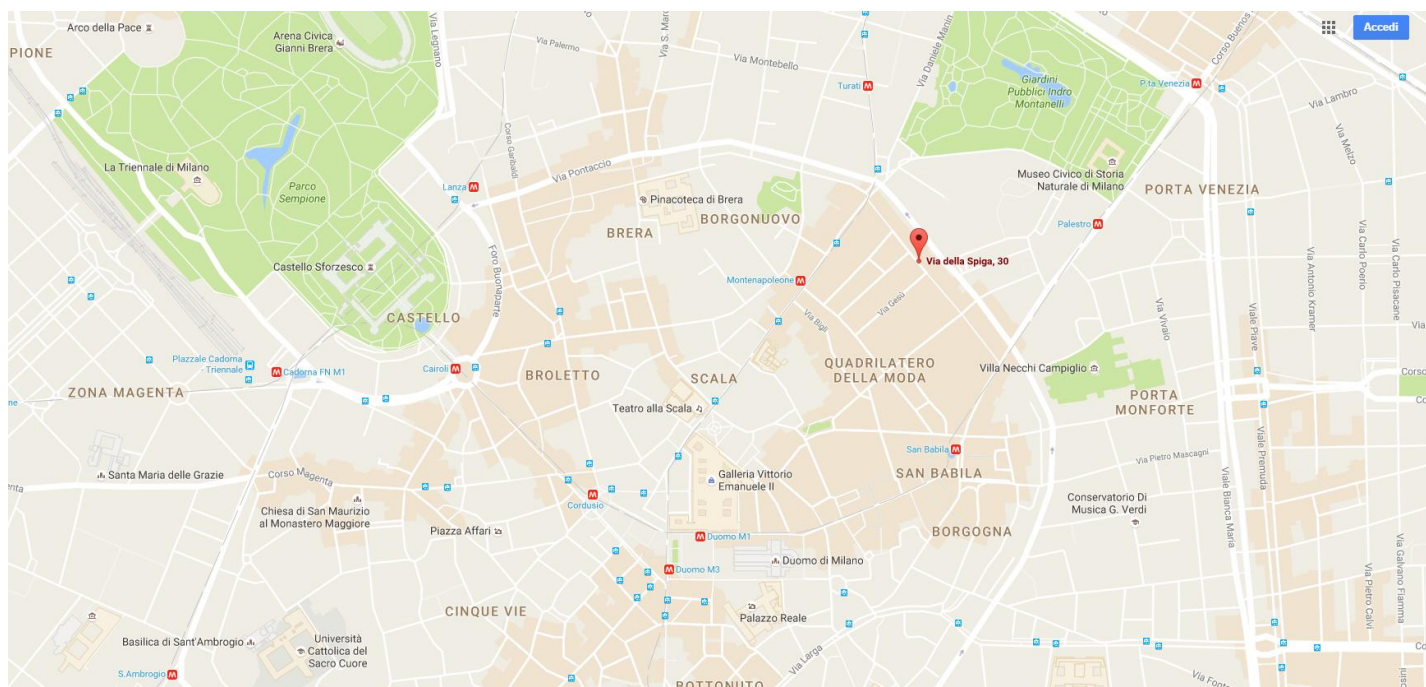
With the inauguration of Milan's boutique, Chloé arrives to count a total of 64 single-brand boutiques in the world.

### Project Details

1. Brand : Chloé
2. Type of Business : Boutique
3. Open Date : 2016/08/01
4. Location : Via della Spiga 30, Milan



## Location Map



### 3. Zanellato

#### Project Overview

Zanellato, the famous Brand for IT-Bag Postina and Nina Zanellato has opened its first boutique in Via Bagutta 11, in the heart of the fashion district.

The design of the space was entrusted to the Architect Francesco Marzocca, and built in alternating colors - bronze, ecru and green that incorporates decorative elements of the building's facade. An exclusive display system allows - for the entire length of one wall, to discover Zanellato creations, through a clever play of elegant scenes inspired by the theater and media made specifically that grow in height. Complement the elegant furnishings sessions in a fine cotton-silk mix and particular elements of metal decor bronze created specifically for Zanellato. On the opposite wall, however, was created especially for the Milanese boutique a room for the exclusive editions which will be proposed every two months. Inside the boutique there also are the "Small Complements" Zanellato refined leather accessories, in addition to the new rigid bangle collection.

"I'm really proud to be able to inaugurate the first Boutique Zanellato in Milan and right in the corner of the elegant Quadrilateral and steeped in history as it is via Bagutta - says Franco Zanellato, CEO of the brand. We bet on Postina® in 2011, which in a short time became a real historic case in the world of luxury accessories and thanks to the success of NINA, the male line and constant research that the company is pursuing in the field of metal-free leathers such as the innovative hide PURA®, today Zanellato is a brand of accessories to 360 ° "

#### Project Details

1. Brand : Zanallato
2. Type of Business : Boutique
3. Open Date : 2016/04/22
4. Location : Via Bugatta 11, Milano

#### Location Map

