

Montenapoleone by where®

#10

MILAN LUXURY

The magazine to enjoy the best shopping in the city



*Fashion.
Jewellery.
Beauty.*

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Le Chiavi d'Oro

SPRING 2014
ENGLISH EDITION

FOUNDED IN 1755, ON AN ISLAND
IN LAKE GENEVA. AND STILL THERE.



In 1839 Vacheron Constantin created several machines, among them the famous pantograph, a mechanical device which meant that for the first time in history principal watchmaking components could be reproduced with total precision, raising the quality of its timepieces once again. This invention carried the brand into the future and would revolutionise Swiss watchmaking.

Faithful to the history for which it is renowned, Vacheron Constantin undertakes to maintain, repair and restore all watches it has produced since its foundation: a sign of excellence and confidence which still today gives the manufacture its reputation.

Patrimoine Contemporaine

Hallmark of Geneva, pink gold case, hand-wound mechanical movement

Ref. 81180/000R-9159




VACHERON CONSTANTIN
Manufacture Horlogère, Genève, depuis 1755.



MILANO - Via Verri (angolo Montenapoleone, 9) - Tel. 02 762081
www.pisaorologeria.com

Introduction

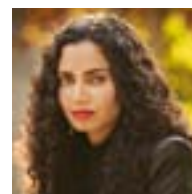
by Umayya Theba

Stylish and full of surprises...

Welcome to Milano! Fashion capital and host city for Expo 2015 when hoards of international visitors will descend on this compact, concrete runway to discover that there's so much more to stylish Milan than most travel guides suggest. Whether you're here on business or pleasure, our handbag-sized luxury shopping guide will be your travel companion, making sure that your trip transcends expectations and that you leave with some purchased evidence to prove that you really did experience the essence of this shopper's paradise, design hub and cultural feast - all rolled into one!

In view of "iSaloni" in April, read on to find out more about the design stores and boutiques in Milan, must-see venues during the Design Week and how to have fun sightseeing on wheels! We reveal the most potent and pampering beauty products to help you look your radiant best as you gear up for Spring, and tell you exactly which fine leather items will make top quality additions to your wardrobe. While you're here, consider blending in with the meticulously dressed Milanese. Simply check out our recommended head-to-toe ensembles of designer apparel, footwear and accessories to suit an evening at the opera or terrace-top outing.

IN THIS ISSUE | CONTRIBUTORS



UMAYYA THEBA

BIO: South African by birth but Italian in heart and spirit, Umayya is a journalist and blogger who gave up a corporate job to experience Italy - not just as a tourist, but like a local. She documents her travels and pours her passion for Italian fashion and Milanese lifestyle into her blog, U in Milan, while contributing to the Where Milan magazine and The Luxury Shopping Guide.



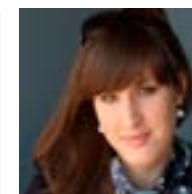
ALISA AUNS

BIO: A fashion journalist, blogger (blog.smartmilian.it) and a consultant for Latitude45.it, Alisa introduces us to an exclusive shopping experience in Milan by offering us a slew of insider secrets and new trends but also useful information to navigate the countless opportunities offered by the city.



ELENA BINDA

BIO: Elena is an Italian journalist who came to Milan as a student - planning to stay for only a short time, life intervened and she has lived here for many years, first as a student, then as a career girl and now also as a married woman. Though seeing Milan as a multi-faceted city she still retains the eye of a tourist experiencing it for the first time.



STEFANIA VIDA

BIO: A Milanese journalist with a passion for her job, for years Stefania has covered the latest fashion and style trends in the city. After contributing to a number of high-end publications in the sector, she now works as the Lifestyle and Fashion Editor of Where Milan.

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Check the logos on the following pages



Spring make-over



Some things do get better with age, and our shopping guide is no exception. Now two years old, it boasts a more descriptive name which captures the essence of shopping, dining and exploring Milan. And since Spring is the season for rebirths, we've given the guide a make-over with a new cover and easy-to-read format which oozes 'Made in Italy' glamour. Pages 44-49 feature the latest products from top international brands and widened coverage of the most prestigious addresses and hot spots to make your Fashion Capital experience unforgettable.

MILAN LUXURY

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www.thebrianebarrybuilding.it

Milanese most eagerly anticipated new openings...

Stylish and trendy

Renowned designer label **Roberto Cavalli** has chosen via Montenapoleone to open his largest boutique in the world (at number 6). Five interconnecting floors featuring all the collections of the brand as well as several spaces for made-to-measure garments and a whole floor devoted to the Home collection. A **Giorgio Armani** label boutique (men and women's accessories) has opened in Galleria Vittorio Emanuele II: the ground floor houses the GA collections of bags, jewellery, eyewear and fragrances, while the first floor is given over to footwear and jewellery. **Rossoprezioso**, the Italian costume jewellery brand famed for its super shiny, ultra-light earrings has opened its first flagship store in the heart of Brera, in via Fiori Chiari 16.



Tasting Experience

Ristorante Berton is a "must-visit" address for real connoisseurs in search of innovation, taste and tradition: Chef Andrea Berton has opened his new restaurant in the futuristic Porta Nuova Varesine district. **Milano Eataty Smeraldo** in Piazza XXV Aprile is a temple of taste dedicated to the incomparable flavours of Italian gastronomy. **Vanilla Bakery** has just opened its first flagship store inside the glam spaces of the Boscolo Milano Hotel (corso Matteotti 4/6, open Mon-Sat 10am-5pm). It also has a shop in Milan at number 2 via San Siro.



Vertical dream

The **Brian&Barry Building** | San Babila in via Durini 28 is a 12-floor "vertical dream", starting from the basement and spiralling upwards to the 9th floor, hosting the **ASOLA** | Cucina Sartoriale restaurant helmed by chef Andrea Torretta, and the 10th floor featuring a terrace/lounge space. The megastore will host a series of different high-end products and services including clothing, food, cosmetics, design objects, jewellery and watches.



Unique in Milan

Milanese luxury mosaic maison **Sicis** recently opened its first Italian **Sicis Jewellery** boutique in via della Spiga 9 devoted entirely to its luxe jewellery and watch collections. Heavily armored cases inlaid with precious gold and platinum mosaics serve as the perfect backdrop to highlight the superb craftsmanship of the mosaic masters' artistry of nano- and micro-mosaics.



Coming soon

Currently celebrating its centenary anniversary, in May, iconic brand **E. Marinella** is set to open another location in the Quadrilatero della Moda in via Manzoni, 23: 130 sq.m. spread out over two floors featuring all the collections of the Neapolitan brand, from ties to small leather goods, from fragrances to watches.

Discovering Milan



Navigli District

Duomo

The cathedral of Milan is one of the most important Gothic buildings in the world. The gilded statue of the "Madonnina" atop the main spire is the city symbol. It is possible to climb up to the terraces of the rooftop that offer splendid views over the city. By lift and stairs.

www.duomomilano.it. M1-M3 Duomo

Galleria Vittorio Emanuele II

An elegant arcade housing luxury cafés and designer shops known as "Il Salotto" (the "living room") of the Milanese.

Piazza Duomo-Piazza della Scala. M1-M3 Duomo

"The Last Supper" in Santa Maria delle Grazie church

Leonardo da Vinci's mural painting is one of the most famous attractions in the world.

Advanced booking required (T: +39.02.92800360)
www.cenacolovinciano.net

Piazza Santa Maria delle Grazie, 2.
M1-M2 Cadorna FN, M1 Conciliazione

Palazzo Reale

Formerly the residence of all those who governed Milan, from Napoleon to the Royal House of Savoy, the Royal Palace is currently one of the most important cultural centres in the city, hosting exhibitions of international renown.

www.comune.milano.it
Piazza Duomo, 12. M1-M3 Duomo

Museo del Novecento/Palazzo dell'Arengario

Four hundred masterpieces of Italian and International 20th century art at one of Milan's newest museums.

www.museodelnovecento.org
Piazza Duomo. M1-M3 Duomo

Piazza della Scala

An elegant square surrounded by important palaces such as Teatro alla Scala, one of the greatest opera house in the world, Palazzo Marino (Milan City Hall) and Gallerie d'Italia art museum.

www.teatroallascala.org. and www.gallerieditalia.com
Piazza della Scala. M1-M3 Duomo

Castello Sforzesco

A 15th century residence of the Sforza Family. Today, its museums contain masterpieces by famous artists.

www.milanocastello.it. Piazza Castello.
M1-M2 Cadorna FN, M1 Cairoli, M2 Lanza

Basilica di Sant'Ambrogio

One of the most ancient churches in Milan, it was built by St Ambrose (patron of the city) in 379-386 A.D., in an area where numerous martyrs had been buried. The church is a wonderful example of Romanesque style.

www.santambrogio-basilica.it
Piazza Sant'Ambrogio, 15. M2 Sant'Ambrogio.

Pinacoteca Ambrosiana

Exhibition of several works of art from the 15th through 17th centuries and the Leonardo's "Codice Atlantico" (the "Da Vinci Code").

www.ambrosiana.it
Piazza Pio XI, 2. M1-M3 Duomo

Montenapoleone District-Quadrilatero della Moda

Milan's luxury fashion district, "Quadrilatero della Moda", one of the most prestigious precincts in the city.

M1 San Babila, M3 Montenapoleone

Triennale di Milano

One of the most vibrant, popular and important exhibition centres in the city. It also owns an important permanent collection of design works, Triennale Design Museum.

www.triennale.org. Viale Alemagna, 6. M1-M2 Cadorna FN

Navigli District

A network of canals perfected by Leonardo da Vinci and currently one of the main hubs of the Milanese "movida".

Alzaia Naviglio Grande and surrounding area.
M2 Porta Genova FS

Arco della Pace

The triumphal arch is one of the most interesting elements of Neoclassical architecture in the city and one of the best places in town to enjoy the Milanese "movida".

Piazza Sempione.
M1-M2 Cadorna FN

Corso Como and Garibaldi District

Fashionable area by night, where you will find a lot of pizzerie, restaurants, pubs and discotheques.

Corso Como, corso Garibaldi and surrounding areas.
M2 Garibaldi, M2 Moscova, M2 Lanza

Brera District

One of the city's most vibrant districts known for its bohemian atmosphere and trendy nightlife.

Via Brera and surrounding area. M2 Lanza

Porta Nuova District

The masterplan by Argentine architect Cesar Pelli: three glass towers and a piazza elevated six metres above the street, near the Garibaldi Railway Station and the ultra-trendy Corso Como.

M2 Garibaldi, M2 Gioia



Porta Nuova District

The best of

San Siro Stadium

The Giuseppe Meazza Stadium, also known as San Siro, is the largest soccer stadium in Italy and the third in Europe. It is the home stadium of A.C.Milan and F.C. Internazionale (Inter).

www.sansiro.net. Piazzale A. Moratti. M1 Lotto

Tortona District

On the other side of the bridge crossing of Porta Genova Station, one of the most creative and innovative district.

M2 Porta Genova FS, M2 Sant'Agostino

Corso Buenos Aires

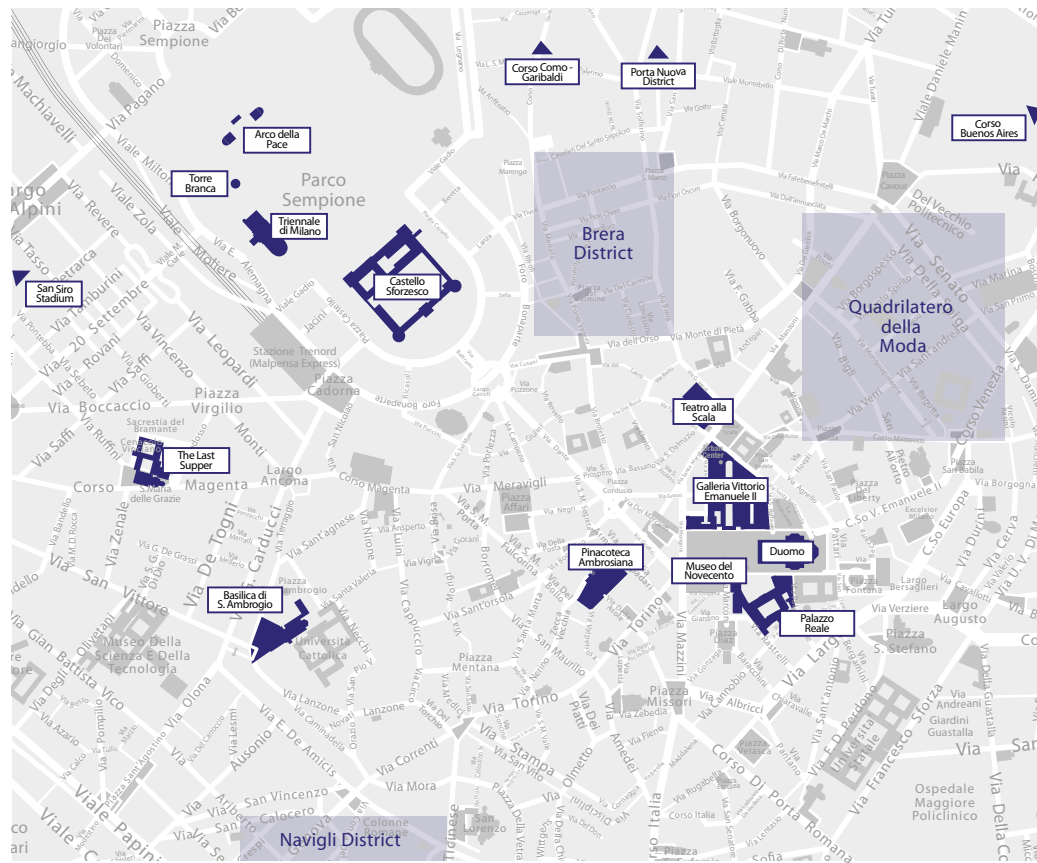
The longest shopping street in Europe.

M1 Porta Venezia, M1 Lima, M1-M2 Loreto

Torre Branca

A steel panoramic tower: it's possible to reach the top by elevator and admire the incomparable panoramic view over the city

Viale Alemagna. M1-M2 Cadorna FN



The *Last Supper* by Leonardo da Vinci



One of the most famous attractions in the world, "L'Ultima Cena" (The Last Supper) or "Cenacolo" by Leonardo da Vinci is a large 15th century mural painting representing the scene of the last supper of Jesus narrated in the Gospel. It can be found in the church of **Santa Maria delle Grazie**. Booking required.

The Last Supper

Piazza Santa Maria delle Grazie, 2

T: 02 92800360

M1-M2 Cadorna FN, M1 Conciliazione

Open Tues-Sun 8.15am-7pm

www.cenacolovinciano.net

The best SPRING shopping

Selected by Montenapoleone Milan Luxury

Blumarine

Resting on the knees, this cheerful dress sports a modest boat neckline juxtaposed with an impossible-to ignore luminous hue, while side panels accentuate the waist for a contoured silhouette.



Coccinelle

A casual cross-body bag is exquisitely transformed into this glamorous accessory constructed from textured leather and gold link chain. The envelope design is stained in a rich emerald shade and branded with logo detail.



Swarovski

Find a finger to fit because this chunky jewel is a must-have. The intricately-detailed metal ring is topped with a cherry-coloured stone to symbolize love and passion.

Chloé (Corso Roma)

The stereotypical stiletto is revamped to suit a serene white and beige summer palette. Crafted from snakeskin, the style is softened with a round toe and stable heel.



Pal Zileri

Work and play wearing this masculine, single-breasted jacket in a soothing cotton and linen blend. It has a regular collar, two buttons and side flap pockets.



Giuseppe Zanotti Design

Sketched with flair, this pink leather pump oozes fun and femininity. It boasts a glossy finish and a distinguished heel which tapers to a pencil-thin tip.

Baldinini

Bright and bold, this petite pochette in ravishing red leather adds a spot of colour to your look. It has a shoulder strap and metal hardware closure on the flap.



take a breather

SERRAVALLE DESIGNER OUTLET

Destination Fashion

With more than 300 of the most sought-after names in fashion, Serravalle Designer Outlet offers more outlet retailing (year-round savings of 30-70%) than any other Centre in Italy – just 50 minutes from Milan. This April, the Centre comes alive with the arrival of the new Spring/Summer 2014 Collections, with the look for this season, for both men and women, set to be modern with an injection of colour to give a fashion twist. On 18 April, McArthurGlen's global accessories campaign, Colour Me Happy, kicks off at the Centre, and will welcome customers to the world of accessories in a colorful kaleidoscope of fashion. Shoppers will benefit from the many brands offering additional savings on accessories, as well as a series of events, offering styling tips and inspiration, with some brands making special and limited-edition lines.

McArthurGlen.it/Serravalle



Serravalle Designer Outlet



McArthurGlen Serravalle Designer Outlet, which this year celebrates its 14th anniversary, is Italy's leading Outlet and the largest in Europe, boasting more than 180 stores of the best Italian and international brands, all offering year-round reductions off from 30% to 70% on the recommended retail price. A beautiful setting inspired by the classic Italian architecture of a typical Ligurian village set against the backdrop of the hills of Piedmont.

As well as a stunning variety of clothing, accessories and footwear, you'll find perfumes and cosmetics, sportswear and homeware. Thanks to its rich offer of more than 300 luxury brands and trendy designer labels and its wide range of services and amenities, Serravalle Designer Outlet confirms its status as a must-visit destination for avid shopping enthusiasts.

>> Tax Free Shopping

In addition to exclusive reductions, non-EU citizens can benefit from additional savings by asking for a tax refund on all purchases made at the Centre.

Obtaining a refund is simple: look for the Tax Refund logo while you're shopping and ask the shop staff for a Tax-Free form; at the airport, before leaving the European Union, go to the Customs desk and present your completed Tax-Free form, passport, receipts and purchases to get a stamp on your form.

Take all your documents to the Tax Refund office at the airport: the amount will be refunded on the spot.

>> Shuttle bus from Milan to Serravalle Designer Outlet round-trip ticket

Everyday, all year-round.

1st run

10am > departure from Milan, Foro Bonaparte (MM1 Cairoli-MM2 Lanza, near Piazza Castello)
5pm > return from Serravalle

2nd run

11am > departure from Milan, Foro Bonaparte (MM1 Cairoli-MM2 Lanza, near Piazza Castello)
8pm > return from Serravalle

Official Provider:

Zani Viaggi Milano
Tel. +39 02 867131
e-mail: shopping@zaniviaggi.it

>> Fashion Passport

Present your shuttle bus ticket at the outlet's Information Office to receive your exclusive Fashion Passport entitling you to additional savings of 10% at all stores supporting the initiative.

SERRAVALLE DESIGNER OUTLET

Via della Moda, 1 – 15069, Serravalle Scrivia (AL)
Open daily 10am-8pm.
From 28 June till 31 August: open 10am-9pm

For more information and to find out which brands are represented at the Centre visit:
McArthurGlen.it/Serravalle



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Top Brands

Alberta Ferretti Philosophy 1

Via Montenapoleone, 18. T: 02 76003095
www.albertaferretti.com

Aspesi 2

Via Montenapoleone, 13. T: 02 76022478.
www.aspesi.it

Borsalino 3

Galleria Vittorio Emanuele II, 92. T: 02 89015436.
www.borsalino.com

Bottega Veneta 4

Via Montenapoleone, 5. - T: 02 76024495.
www.bottegaveneta.com

Brunello Cucinelli 5

- Via della Spiga, 30 (Clothing). T: 02 76015982.
- Via della Spiga, 5 (Accessories). T: 02 76014448.

www.brunellocucinelli.com

Dolce&Gabbana 6

- Men: Corso Venezia, 15. T: 02 76028485.
- Women: Via della Spiga, 26. T: 02 76001155.
- Accessories: via della Spiga, 2. T: 02 795747.

www.dolcegabbana.it

Emilio Pucci 7

Via Montenapoleone, 14. T: 02 76318356.
www.emiliopucci.com

Ermenegildo Zegna 8

Via Montenapoleone, 27/E. T: 02 76006437.
www.zegna.com

Etro 9

Via Montenapoleone, 5. T: 02 76005049.
www.etro.it

Fendi 10

Via Montenapoleone, 3. T: 02 76021617.
www.fendi.com

Gianfranco Ferré 11

Via Pontaccio, 21. T: 02 721341.
www.gianfrancoferre.it

Giorgio Armani 12

- Via Montenapoleone, 2. T: 02 76003234.
- One stop shop for Armani Lifestyle, from food to home accessories. Via A. Manzoni.

www.giorgioarmani.com

Gucci 13

- Via Montenapoleone, 5/7. T: 02 771271.
- Galleria Vittorio Emanuele II. T: 02 8597991.
- Via Brera 21 corner of via Fiori Chiari.

T: 02 7202921.
www.gucci.com

Krizia 14

Via della Spiga, 23. T: 02 76008429.
www.krizia.it

Loro Piana 15

Via Montenapoleone, 27/c. T: 02 7772901.
www.loropiana.com

E. Marinella 16

Via Santa Maria alla Porta, 5. T: 02 86467036.
www.marinellapoli.it

Missoni 17

Via Sant'Andrea corner of via Bagutta.
T: 02 76003555.
www.missoni.it

Moschino 18

- Via Sant'Andrea, 12. T: 02 76000832.
- Via della Spiga, 30. T: 02 76004320.

www.moschino.it

Prada 19

- Corso Venezia, 3. T: 02 76001426.
- Galleria Vittorio Emanuele II, 63/65. T: 02 876979.
- Via Montenapoleone, 8 (Woman). T: 02 7771771
- Via Montenapoleone, 6 (Man). T: 02 76020273.
- Via della Spiga, 18 corner of via Sant'Andrea, 23 (Woman Accessories). T: 02 780465.

www.prada.com

Roberto Cavalli 20

Via Montenapoleone, 6. T: 02 76020900.
www.robertocavalli.com

Salvatore Ferragamo 21

- Via Montenapoleone, 3. (Woman) T: 02 76000054.
- Via Montenapoleone, 20/4. (Man) T: 02 76006660. www.ferragamo.com

Tod's 22

- Via della Spiga, 22. T: 02 76002423.
- Galleria Vittorio Emanuele II. T: 02 877997.

www.tods.com

Trussardi 23

- Concept Store: Piazza della Scala, 5. T: 02 8068821.
- Accessories: Via Sant'Andrea, 5. T: 02 781878.

www.trussardi.it

Valentino 24

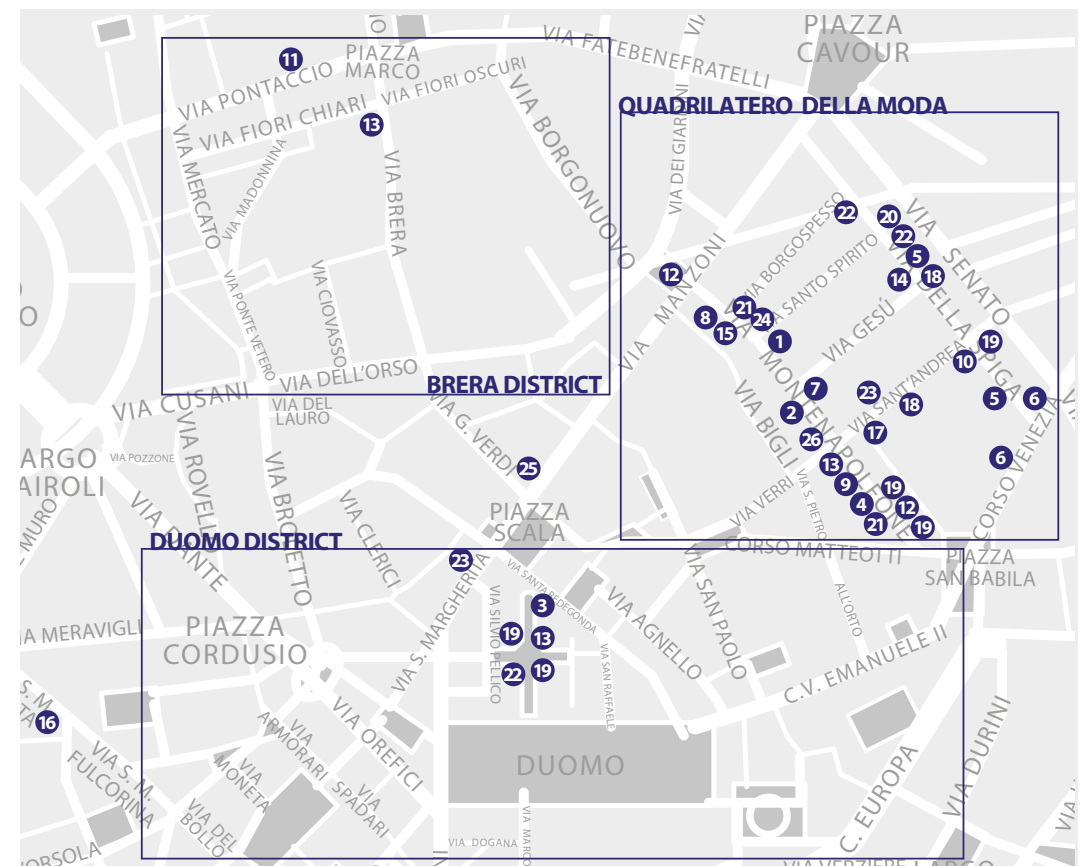
Via Montenapoleone, 20. T: 02 76006182.
www.valentino.com

Valextra 25

Via Manzoni, 3. T: 02 99786060
www.valextra.it

Versace 26

Via Montenapoleone, 11. T: 02 76008528.
www.versace.com



The *Opera*, since 1778



Teatro alla Scala
Piazza della Scala
T: 02 72003744
For reservations
ask your concierge.
www.teatroallascala.org

A few steps from Via Montenapoleone, the world's premier opera house, built at the behest of Empress Maria Teresa of Austria and designed by Piermarini, was inaugurated in 1778 with an opera by Antonio Salieri. Most of Italy's greatest operatic artists, and many of the finest singers from around the world, have appeared at La Scala during the past 200 years. Today, the theatre is still recognised as one of the leading opera and ballet theatres in the world. La Scala has always been a dream house for all opera and ballet lovers, extremely dear to the Milanese and international visitors. Lying adjacent to the theatre, the **Museo Teatrale** and the **Scala Shop** are not to be missed destinations for the lovers of ballet and opera.



MILANO - Via Santo Spirito, 5
shop.ballin-shoes.it

A historic
residence of pure
elegance



Constructed between 1932 and 1935 by the Milanese architect Piero Portaluppi, this historic Milanese residence – at a short distance from the Quadrilatero della Moda – has survived completely intact, both outside with its ample yard, tennis court and pool, and inside with its rich succession of rooms. Architecture, decorative arts, furnishings and collections express as a harmonious whole the high standard of living of the owners, who belonged to the upper middle class of Lombard industrial families.

Villa Necchi Campiglio
Via Mozart, 14
T: 02 76340121
M1 San Babila, M1 Palestro
Open Wed to Sun, from 10am to 6pm
www.fondoambiente.it

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Italian Design

Top Venues

10 Corso Como 1

Corso Como, 10. T: 02 29002674.

www.10corsocomo.com

Alessi 2

Via A. Manzoni, 14/16. T: 02 795726.

www.alessi.com

Armani/Casa 3

Via Sant'Andrea, 9. T: 02 76260230.

www.armanicasa.com

Artemide 4

Via A. Manzoni, 12. T: 02 778712201.

www.artemide.com

B&B Italia 5

Via Durini, 14. T: 02 764441.

www.milano.bebitalia.com

Boffi 6

Via Solferino, 11. T: 02 879099100.

www.boffi-solferino.com

Calligaris 7

Via Tivoli corner of Foro Bonaparte, 24.

T: 02 91988333.

www.milano.calligaris.it

Cappellini 8

Via Santa Cecilia, 4. T: 02 76003889.

www.cappellini.it

De Padova 9

Corso Venezia, 14. T: 02 777201.

www.depadoa.it

Design Supermarket - la Rinascente 10

Piazza Duomo. T: 02 88521.

www.designsupermarket.it

Flos 11

Corso Monforte, 9. T: 02 37011080.

www.flos.it

Flou 12

Via A. Manzoni, 37. T: 02 654245.

www.flou.it

High-Tech 13

Piazza XXV Aprile, 12. T: 02 6241101.

www.cargomilano.it

Kartell 14

Via Turati. T: 02 6597916.

www.kartell.it

Interni 15

Via F. Turati, S. T: 02 29063421.

www.internionline.it

Meritalia 16

Via Durini, 23. T: 02 76007701.

www.meritalia.it

Molteni&C. Dada Citterio 17

Corso Europa, 2. T: 02 76020334.

www.molteni.it

Moronigomma 18

Corso Matteotti, 14. T: 02 796220.

www.moronigomma.it

Pantone Concept Store 19

Corso Magenta, 5. T: 02 49533628.

www.pantoneconceptstore.com

Paola C. 20

Via Solferino, 11. T: 02 862409.

www.paolac.com

Poltrona Frau 21

Via Durini, 1. T: 02 6571205.

www.poltronafrau.com

Spazio Pontaccio 22

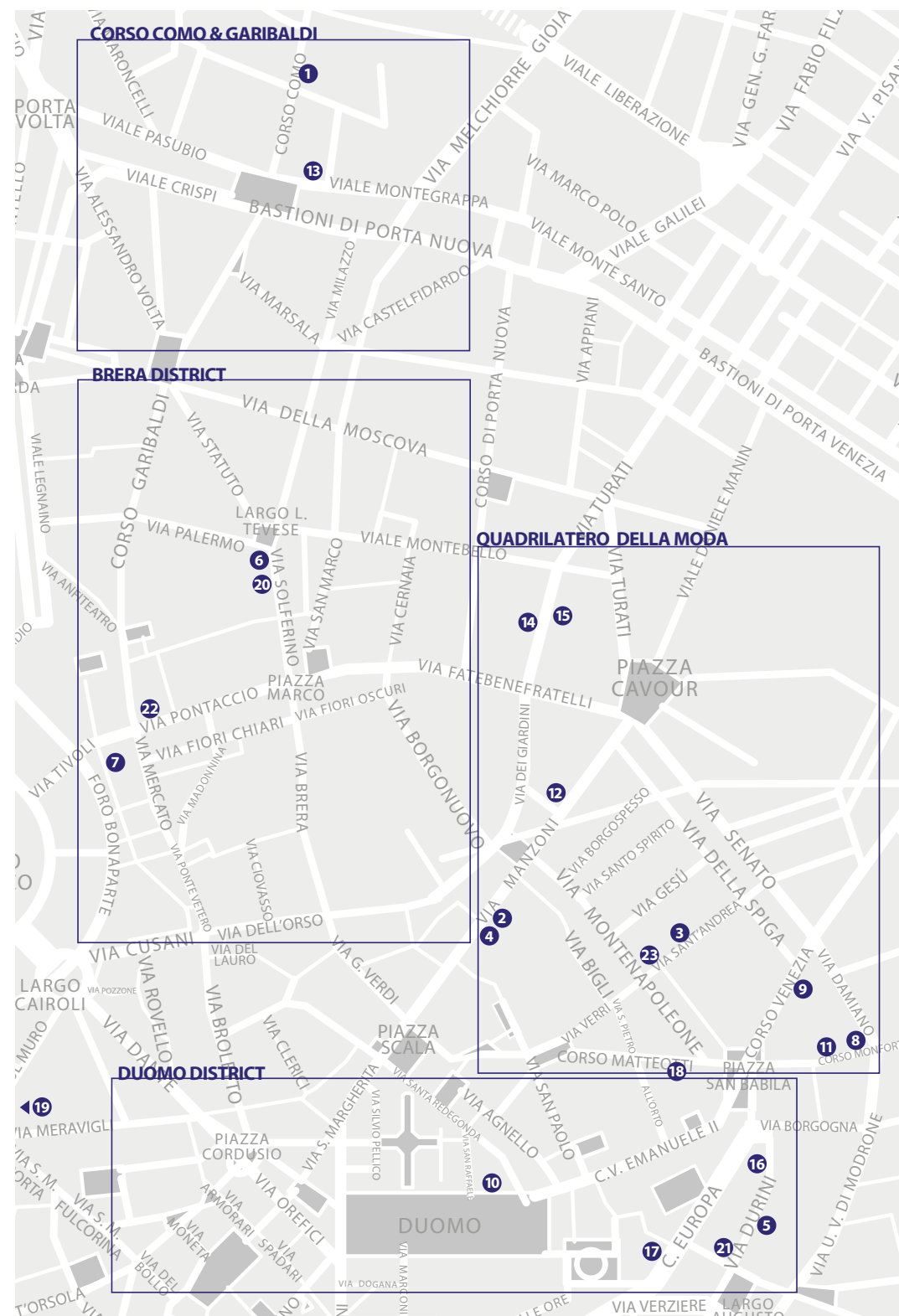
Via Pontaccio, 18. T: 02 8057025.

www.spaziopontaccio.com

Venini 23

Via Montenapoleone, 9. T: 02 76000539.

venini.com



Art Jewels in the heart of Milan



Set between piazza della Scala and the famous Quadrilatero della Moda, Gallerie d'Italia-Piazza Scala are housed in three historic buildings overlooking Milan's elegant via Manzoni, piazza della Scala and via Morone. Two buildings host masterpieces of 19th century Italian art from the collections of Fondazione Cariplo and Intesa Sanpaolo: the opulent Neo-classical rooms of Palazzo Anguissola and the 19th century Palazzo Brentani. A third section was recently opened in the palazzo housing Milan's historic Banca Commerciale in Piazza della Scala and houses a display of 20th century masterpieces entitled "Cantiere del 900" originating partly from the Intesa Sanpaolo collection and partly from other collections.



Gallerie d'Italia Piazza Scala

Open Tues-Sun 9.30am-7.30pm. Thurs 9.30am-10.30pm.

Closed on Monday.

Free admission.

www.gallerieditalia.com

Piazza della Scala, 6.

T: 800.167619.



lingottino
milano



www.lingottino.it

Via Santa Marta, 10 - Milano - Tel. 02.72022203

Montenapoleone Card.

Shopping without stopping



The staff of Premier Tax Free Italy at the Lounge in via Montenapoleone 21

Premier Tax Free and the **Associazione della Via Montenapoleone** have teamed up to offer shoppers a one-of-a-kind initiative with a selection of top luxury brands participating in the Montenapoleone Card project. Those choosing the card have an added plus: a **15% bonus** on top of their refund for an even more enjoyable Tax Free shopping experience.

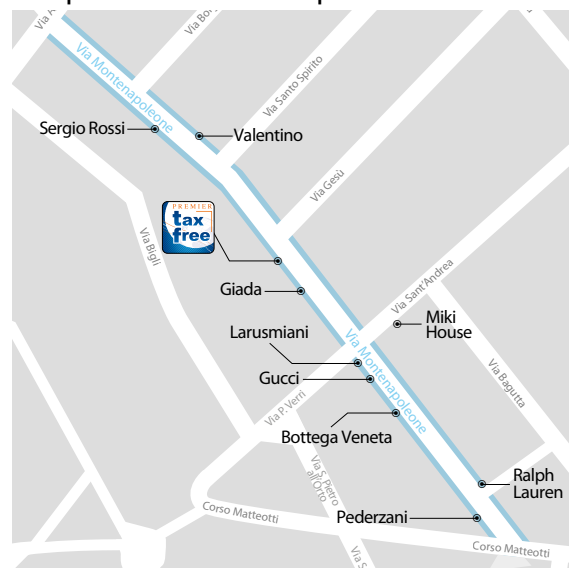
The Card is valid for **2 years** and you can spend it when you like during this time! Enjoy the benefits at participating shops. It's all about less stress and more cash.

Get your **Montenapoleone Card** at our VIP lounge located in the heart of the Quadrilatero della Moda and **join an elite of tax free shoppers!**

How to obtain the Montenapoleone Card

- 1) Make a purchase in any Italian store affiliated with Premier Tax Free
- 2) When paying at the cash desk, ask for a Premier Tax Free invoice
- 3) Go to the Premier Tax Free Lounge in via Montenapoleone 21
- 4) Present your tax free invoice, passport and credit card
- 5) Pick up your Montenapoleone Card loaded with the refund amount plus a 15% bonus which can be spent at stores participating in the Montenapoleone Card initiative

Boutiques affiliated with Montenapoleone Card



Premier Tax Free Italy
Via Montenapoleone, 21
20121 Milano
T: +39 02 62694032
marketing@it.premiertaxfree.com
www.premiertaxfree.com
Open Mon-Fri 10.30am-7pm; Sat 1pm-7pm



Montenapoleone Card.
Once you shop
you can't stop

VALENTINO

Spring 2014 ready-to-wear collection
Via Montenapoleone, 20
T: 02 76006182
www.valentino.com



GIADA

Spring 2014 outfit
Via Montenapoleone, 15
T: 02 91798888
www.giada.com



SERGIO ROSSI

August loafer in calf-skin leather
Via Montenapoleone, 27
T: 02 76006140
www.sergiorossi.com



GUCCI

Liberty colorblock suede sandal
Via Montenapoleone, 5/7
T: 02 77127
www.gucci.com



MIKI HOUSE

Spring 2014 collection
Via Montenapoleone, 8
(entrance from via Sant'Andrea)
T: 02 76011448
www.mikihouse.co.jp



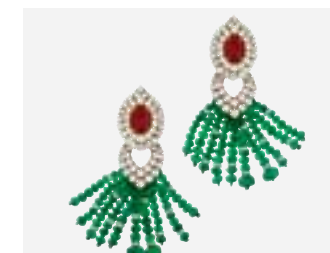
BOTTEGA VENETA

Menthe Intrecciato nappa large
Veneta handbag
Via Montenapoleone, 5
T: 02 76024495
www.bottegaveneta.com



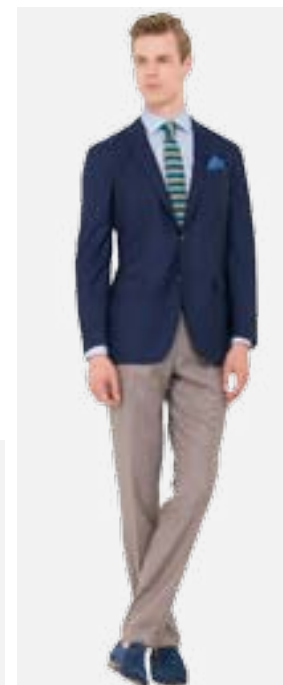
RALPH LAUREN

Slim-fit surf-wash Oxford by Polo
Ralph Lauren
Via Montenapoleone, 4
T: 02 7788721
www.ralphlauren.com



PEDERZANI

Ruby, emerald and diamond earrings
Via Montenapoleone, 7
T: 02 76001728
www.gioielleriapederzani.it



LARUSMIANI

Spring 2014 collection
Via Montenapoleone, 7
T: 02 76006957
www.larusmiani.it



Simply the #1 Shopping Experience in the World.

AGENT PROVOCATEUR - AGNONA - ALBERTA FERRETTI - ANGELO GALASSO - ARMANI/CASA - ASPESI
AUDEMARS PIGUET - BALLY - BANNER - BERLUTI - BOTTEGA VENETA - BOUTIQUE ROLEX DI PISA OROLOGERIA
BREGUET - BRUNO MAGLI - BUCCELLATI - BULGARI - BURBERRY - CANALI - CARTIER - CELINE - CHANEL
CHRISTIAN DIOR - CHURCH'S - CORNELIANI - COVA MONTENAPOLEONE - CRUCIANI - CUSI - DAMIANI
DIOR HOMME - DSQUARED2 - EMILIO PUCCI - ERES - ERMENEGILDO ZEGNA - ETRO - FABI - FEDELI - FENDI
FRATELLI ROSSETTI - G. LORENZI - GIORGIO ARMANI - GIUSEPPE ZANOTTI - GUCCI - HERMES - HOGAN
ICEBERG - JAEGER-LECOULTRE - JIL SANDER - JIMMY CHOO - JOHN RICHMOND - KIDSPACE - LA MARTINA
LARUSMIANI - LORO PIANA - LOUIS VUITTON - MASSIMO SFORZA - MISSONI - MIU MIU - MONTBLANC - MOSCHINO
NESPRESSO - OFFICINE PANERAI - OMEGA - PAUL & SHARK - PEDERZANI - PINKO - PISA OROLOGERIA - PRADA
PROMEMORIA-ROMEO SOZZI - RALPH LAUREN - ROGER VIVIER - SABBADINI - SALVATORE FERRAGAMO DONNA
SALVATORE FERRAGAMO UOMO - SERGIO ROSSI - SIMONETTA RAVIZZA - TOM FORD - TOSCA BLU - TOY WATCH
VALENTINO - VAN CLEEF & ARPELS - VENINI - VERSACE - VERTU - VETRERIE DI EMPOLI - VIERRE - VILLA MEISSEN

In partnership with the Five Stars Luxury Hotels of Milan

ARMANI HOTEL MILANO - BULGARI HOTELS AND RESORTS MILANO - FOUR SEASONS HOTEL MILANO - GRAND HOTEL ET DE MILAN
PARK HYATT MILANO - HOTEL PRINCIPE DI SAVOIA MILANO DORCHESTER COLLECTION - THE WESTIN PALACE MILAN

Authentic Experiences in the *Quadrilatero*

Guglielmo Miani
President of the
Associazione
MonteNapoleone



This year, the Associazione MonteNapoleone boasting a membership of more than 100 Associated Brands including the Boutiques of Via MonteNapoleone, via Sant'Andrea and via Verri will once again be celebrating the eagerly awaited appointment with the Salone del Mobile.

To mark the occasion, the Association will host the fourth edition of the MonteNapoleone Design Experience 2014.

Via MonteNapoleone will take centre stage with large, eye-catching installations whose theme will be Italian Design, this year an exclusive novelty represented by a rich associative events calendar designed to allow international visitors to tap into the connection between Architecture and Fashion.

Like other fast-paced metropolises, Milan will thus pay tribute to Design swathed in an evocative intoxicating atmosphere.

For 2014, the Association's rich calendar will feature a number of truly exciting initiatives ranging from fashion to culture with a particular focus on Italian lifestyle right up to a wide-ranging package of Events in anticipation of EXPO 2015.





STEFANIA VIDA

Creativity reigns supreme

Milan is city devoted to style, a hub of innovative ideas for living and lifestyle

ARTEMIDE ▲

The Eclipse Rosso table lamp is a signature piece of the Artemide brand. Designed in 1967 by Vico Magistretti, even today it continues to be an absolute must-have for design aficionados.



INSIDE THE QUADRILATERO ALL IN ONE

In the heart of Milan, amidst the glitzy window displays of the Quadrilatero's high-end brands, you will be surprised by the innovative, sophisticated spaces dedicated to renowned design gurus, such as the exclusive glass creations by **Venini**, a cult destination in via Montenapoleone. In the nearby via Manzoni don't miss a visit to the flagship store of **Alessi**. Founded way back in 1921, it is now one of Italy's most revered design companies, known for its ability to transform everyday objects into attention-grabbing works of art, displayed in countless museums throughout the world. Always in via Manzoni you can find all the sophistication that distinguishes the collections of the **Armani** brand: the section dedicated to furnishings (Armani/Casa) is a delight for the eyes featuring

◀ DRIADE

Designed by Fabio Novembre, the Nemo armchair is a sort of human figure, both abstract and universal. A head and armchair rolled into one, hollowed out to create a seat which, like a mask, simultaneously hides and reveals the person sitting in it.



VENINI ►

The "Yemen" vase was designed by Ettore Sottsass for Venini: comprising three elements in glass, two opaline and one transparent, it exudes an appeal of unparalleled allure.

◀ DE PADOVA

Donzella is a "popular" chair created by Michele De Lucchi.

A revisitation of the classic "bucket" seat that exploits the eye-catching dovetail invented years ago to solve the point of connection between the seat and the legs.



ZANOTTA ►

The Sciangai coat rack, created in 1974 by designers Jonathan de Pas, Donato D'Urbino and Paolo Lomazzi, draws inspiration from the ancient Chinese game of Pick-up sticks.

products that simply exude style, elegance and a minimalist aesthetic.

Just a short distance away, on the same street, you will happen upon **Artemide**: the kingdom of light. Italian brand Artemide's pioneering light fixtures have been at the cutting edge of lighting design since its launch in 1959.

Upscale design, quality and a vast selection of products make **Flou** one of the most important furniture companies extant, specializing, above all, in the production of excellent, one-of-a-kind beds that have innovated the bedroom and created a whole new "sleep culture" (via Manzoni); conversely, a cult destination of creative objet d'art is **Moronigomma** in corso Matteotti, always just one step ahead of the design game with the latest novelties in home décor and interior design.

IN THE HEART OF MILAN

While strolling along the streets in the centre you will find yourselves gasping in admiration at the window displays of **B&B** in via Durini: a scenographic space designed by Antonio Citterio. Spread out over three floors, it carries furniture and all types of artefacts related to the domestic world.

An iconic lighting fixture, famed throughout the world, the Arco lamp is a real cult object produced by Italian lighting specialists Flos who, since the end of the 1950s, have designed and manufactured real works of art, also on show at several of the world's most important museums (corso Monforte).

ISALONI 2014

- Salone Internazionale del Mobile
- Salone Internazionale del Complemento d'Arredo
- Eurocucina
- Salone Internazionale del bagno
- Salone Satellite

Fiera Milano, Rho
(M1 Rho Fiera)

Access to industry members: 8-13 April

Access to the public: 12 and 13 April

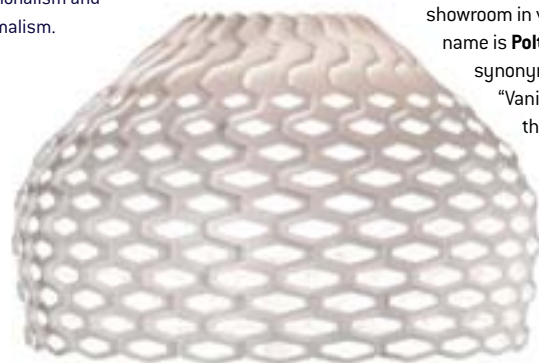
Open 9.30am-6.30pm

www.cosmit.it



.....
ALESSI ►

Revered Japanese designer Naoto Fukasawa's "Cha" doubles up as a kettle and a teapot. A masterpiece of technological innovation it features a perfect meld of aesthetics, functionalism and minimalism.



.....
FLOS ►

Resistance and lightness join forces in Tatou, the new line of Flos lights designed by Patricia Urquiola. The distinctive feature of the series is its perforated shell consisting of four identical interwoven elements inspired by the designs of classic antique Japanese armour.



.....
CASSINA ►

The Nuvola Rossa bookcase designed by Vico Magistretti in 1977 is an impressive example of versatile, timeless innovation. Its underlying concept is based on a collapsible frame, with four removable middle shelves and stackable top shelves.

Eighteen window displays and more than 2,000 square metres of pure design: these are the figures for the imposing **De Padova** showroom in corso Venezia which, since 1956, has hosted several of the most sought-after pieces of furniture and interior design for the home and the office.

Conversely, via Turati is home to the **Kartell** showroom, an ironic universe bursting with colour and an innate sense of innovation. A leading design company, for over 60 years Kartell has been one of the companies symbolizing "Made-in-Italy" design boasting masterpieces of the calibre of the Louis Ghost chair, the flexible Bookworm bookshelf, the Kartell gnome-stools and its whimsical Bourgie lamp which, this year, will be celebrating its 10th anniversary.

Research and innovation are key elements in the creations of **Meritalia**. Its sofas, armchairs, furniture, tables, chairs, beds and interior design objects can be admired at its fabulous showroom in via Durini. In the same street, another household name is **Poltrona Frau** which, since 1912, has been synonymous with elegant, innovative design. Its famous "Vanity Fair" is a replica of the celebrated "904" model that was part of Poltrona Frau's catalogue in 1903, becoming an archetype after which modern armchairs have been patterned ever since.

Over the years, the **Cappellini** brand has become synonymous with avant-garde design and has served as a launch pad for several of the world's most famed and fabled designers. The collection, characterized by the experimentation and exploration of new lifestyle models, offers the very best in contemporary furniture, lighting and accessories to furnish your entire home, from the sitting room to the study, right up to the bedroom (corso Monforte).

Nestled within the very heart of the city, showroom **Interni** in via Turati is a haven of pure design. Its luxurious minimalist pieces blend simplicity with top craftsmanship attracting not only Milanese customers but also hordes of discerning foreign buyers from all over the world.

In corso Magenta 5 – just moments away for Leonardo's Last Supper and the masterpieces housed in the Pinacoteca di Brera – the **Pantone Concept Store** is the first store to gather all the products of the brand under just one roof: the latest collections, limited editions, the newest colour trends as well as an astute selection of professional design products.

Last but not least, in highly central piazza Duomo, make sure to visit the **Design Supermarket** on the basement floor of well-known department store la Rinascente – a space boasting a continually evolving cosmopolitan atmosphere and the ideal place to indulge in contemporary and classic designs galore!



.....
► PAOLA C.

Ring is a brightly-coloured side-table/chair made from glazed metal. Ideal for outdoor use, it is available in a variety of colours: red, white, black and gold.



SPAZIO PONTACCIO ►

The Konstantin B. Toy Cars are probably the only toys you'll be happy to leave on your living room floor: a sit-on car featuring a lacquered epoxy body shell with aluminium and brass components.



BRERA DISTRICT

Nestling in via Solferino, make sure to drop in at **Boffi**. Originally opened as a showroom dedicated exclusively to bathrooms, over the years it has evolved to become a unique example of an international network of sales points offering a wide and complete range of wardrobes and furniture for kitchens and bathrooms. The **Paola C.** showroom is located in the courtyard of via Solferino and hosts a tableware collection boasting a youthful though refined aesthetic. The exclusive collections of objects made using myriad materials are created by Italian and foreign designers and artists under the art direction of Aldo Cibic. Spread out over three floors, visitors entering the **Calligaris** flagship store will find themselves immersed in a warm, welcoming atmosphere reminiscent of a private home (via Tivoli, corner Foro Bonaparte).

For more than 10 years, **Spazio Pontaccio** has presented collections offering a blend of creativity and good taste. Like ever-evolving stages, the three large window displays overlooking via Pontaccio have seen a succession of emerging talents and consolidated designers including Marcel Wanders, Patricia Urquiola and Philippe Starck.

In the trendiest area of corso Como, **HighTech** is a reference point for design aficionados: this huge emporium extending over as many as 2,000 sq.m. carries the most varied collections of furniture, objet d'art, fragrances, fashion accessories and household goods. Before signing off, we'd like to introduce you to a truly unique concept store: **10 Corso Como**. Carla Sozzani's multifunctional arts complex is a true collage of cultural and commercial entities featuring fashion, design, music, lifestyle aesthetics, art and photography, making it one of Milan's most thrilling shopping experiences.

See pages 22-23 for the Top Design Venues Map.

KARTELL ▲

The Bourgie Lamp is a Kartell best-seller. Created in 2004 by Ferruccio Laviani, this year marks the celebration of its 10th anniversary. Bourgie combines ultra-classic, Baroque shapes with polycarbonate, a highly contemporary versatile material, for a timeless irony.



▼ POLTRONA FRAU

Almost fifty years after its launch, Poltrona Frau presents the new colours for its iconic Dezza armchair, designed in 1965 by Milanese architect Gio Ponti.



Vacheron Constantin, tradition and innovation



Métiers d'Art
Mécaniques
Ajourées watches,
when engraving
morphs
into sculpture.

In more than 250 years of uninterrupted history, Vacheron Constantin has built up an incomparable heritage consisting of passion and respect for special crafts. From 1 to 13 April, the exclusive spaces of the Brera Picture Gallery will host photographic exhibition "Transmettre. Percorsi di sapere", featuring the precious creations of renowned watchmakers Vacheron Constantin, the first date on the events calendar of "JEMA – European Artistic Crafts days".

"Transmettre. Percorsi di sapere" is the result of in-depth research that, for more than three years, has taken photographers Tiziana and Gianni Baldizzone to different parts of the world in search of masters who incarnate ancestral skills, that constitute the legacy of humanity's cultural diversity. The photographers visited the ateliers of artists and artisans, united by the awareness that contemporary traditions are the result of past innovation.

"Transmettre. Percorsi di sapere"

c/o Pinacoteca di Brera
Via Brera, 28
1-13 April 2014



Vacheron Constantin and Pisa Orologeria – Vacheron Constantin's collections can be found at iconic multibrand store Pisa Orologeria in via Verri (corner of via Montenapoleone, 9), where a sort of "boutique within a boutique", devoted entirely to the brand, has been set up. www.pisaorologeria.com - www.vacheron-constantin.com



Beauty & the City

The best addresses in town to find the most exclusive cosmetics and the most sought-after fragrances... for ready-to-wear beauty!



STEFANIA VIDA



ACQUA DI PARMA

"Blu Mediterraneo-Ginepro di Sardegna" is inspired by the beauties of Sardinia. A new unisex fragrance whose notes include bergamot, nutmeg, red juniper and Virginia cedar.

The highly sought-after **Acqua di Parma** boutique in via del Gesù epitomizes the quintessence of Italian style. Not only does this cult destination carry a vast assortment of fragrances and beauty accessories for both men and women, created using only the noblest essences and extracts, but also the ubiquitous Art Déco-inspired Acqua di Parma bottle, handcrafted by artisan glass blowers and distinguished by a sophisticated black Bakelite stopper.

Etro's essence library was established in 1989 and now embodies 24 sensorial "volumes", ultra-pure concentrates of emotion and individual scents. A universe consisting of drops that exude colour, enfold the senses, evoke landscapes and moments, skilfully mixing ingredients obtained from near and far to obtain nebulous fragments of poetry. These precious essences can be found at Etro's highly central monobrand store in via Verri corner of via Bigli.

Conversely, all the elegance and quality of **Giorgio Armani** cosmetics can be found in his via Manzoni boutique at number 31. Enter the universe of Giorgio Armani beauty where you can shop for makeup, skincare products and perfumes, including the designer's ultra-new "Si" fragrance: simultaneously elegant, voluptuous, intense and sweet

Iconic brand **Jo Malone** recently opened its new boutique in via Manzoni: a world dedicated to the rarest essences inspired by British culture, where classic furnishings in shades of beige and black – associated with the history of the brand – are combined with more contemporary elements to create an ambience where shopping becomes a truly unique experience.

The **diego dalla palma** brand was established in Milan in the mid-seventies and instantly caused a stir: professional expertise and revolutionary, transgressive ideas, an ironic,



ETRO

Body milk "Palais Jamais" embodies the fragrances of jasmine, Matè, mandarin, bergamot, lemon, coriander, pepper, birch, vetiver, oak musk and sage.

GIORGIO ARMANI

Rouge Ectasy is the first "CC Color & Care" lipstick by Giorgio Armani, an exceptional new innovative hybrid product that combines high impact colour with the ultimate comfort of a moisturising balm (available in 28 luminous shades).



DIEGO DELLA PALMA

A must-have in every woman's makeup bag: "Mascara Prima Visione" and "Velvet duo eye shadow", extremely soft and silky to the touch.

unconventional language, and the ability to transmit an unusual, provocative self-image, are the hallmark features of this brand acclaimed by Italian and international makeup artists alike. At the brand's space in via Madonnina 15, in the heart of Brera, you can find the artist's entire range of products dedicated to beauty and exclusive treatments designed to satisfy the whims of each and every woman.

Always in the city's most artsy neighbourhood (via Brera 23), legendary French perfumer **Diptyque** recently opened a monobrand store: a welcoming universe featuring the collections of its signature eau de toilette and eau de parfum, home fragrances and body care treatments, a range of innovative, fragrant notes that mingle to create a personal, individual aura.

ALL IN ONE

Profumeria Mazzolari which currently boasts countless shops in the centre of the city including those in corso Monforte, corso Matteotti, via Farini, corso XXII Marzo, galleria San Babila and via Battistotti Sassi is an historic Milanese brand specializing in the art of perfumery. A real haven dedicated to wellness, beauty treatments, fragrances, cosmetics and skincare, it carries products manufactured by several of the world's most exclusive international brands.

And, last but not least, **Sephora**, which with its numerous boutiques scattered throughout the city is the ideal place to lose yourself amidst its thousands of fragrances for him and for her, skincare treatments and an array of brightly-coloured makeup manufactured by several of the most prominent brands in the industry (piazza Gae Aulenti, corso Vercelli, via Dante, piazza Argentina, corso Vittorio Emanuele and Stazione Centrale).

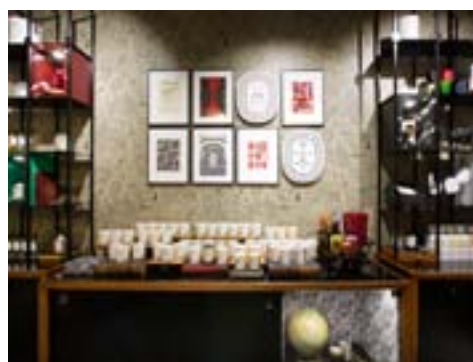
LA RINASCENTE, TEMPLE OF BEAUTY

An exclusive reference point where, under just one roof, you can find all of the most important brands in the sector is **la Rinascente** in piazza Duomo. On the ground floor clients will find a dazzling array of the most innovative skin-care products, exclusive fragrances, biotechnological products as well as trendy, designer cosmetics: not only the most prestigious key brands of perfumery, the most fashionable and exclusive fragrances, image counters, trendy make up artists and the store's so-called niche perfumery, but also unusual, less standardized products, based on outstanding quality, research and innovation.



SEPHORA

A complete line of skincare products, from creams to fillers right up to roll-ons for a fresh, luminous skin for extended wear from morning to evening.

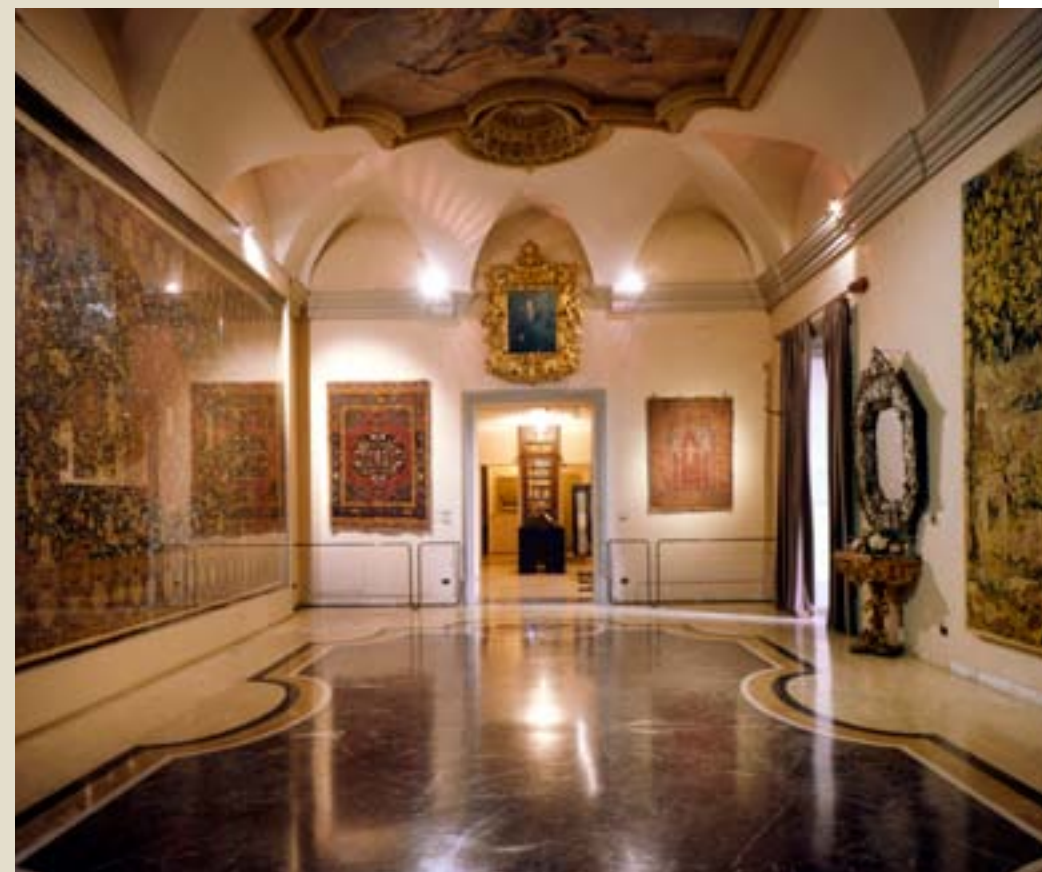


DIPTYQUE

An ultra-refined, highly welcoming space where you can find a select range of products dedicated to high-end artistic perfumery.



Timeless collections



Formerly the aristocratic home of its founder, Gian Giacomo Poldi Pezzoli, Museo Poldi Pezzoli is a remarkable collection of Italian Renaissance master: from Botticelli to Mantegna, from Piero della Francesca to Tiepolo. Besides the paintings, he collected about 3000 items: wonderful jewellery, Murano glass, porcelain, arms and armours as well as tapestries and carpets, furniture and archaeology.



Museo Poldi Pezzoli
Via A. Manzoni, 12
T: 02 794889/796334
Open Mon-Sun 10am-6pm
(closed on Tuesdays)
www.museopoldipezzoli.it



ALISA AUNS

The new skin I live in!

Synonymous with impeccable style, this classic material has become a staple in the wardrobe of every fashionista



BELSTAFF

A modern trend: a leather biker-style jacket in noble brown serves as a perfect match for jeans, leggings, heavy-duty knee-high boots and light chiffon dresses.

It's important to avoid mistakes and wear it the right way. I'm sure you've already guessed what I'm referring to. That's right, it's leather! This season, leather jackets, pants, skirts and high quality shoes are most definitely at the forefront of fashion!

Let's start with the most important item - leather jackets. Not only objects of desire but also highly practical garments. It's really hard to find a good jacket that not only fits perfectly and has a stylish cut but also one that's made from butter-soft leather.

I highly recommend that you keep your eye on several prominent brands including **Saint Laurent**, **Gucci** and **Dolce&Gabbana**. If you haven't yet made your final decision, then head to **Burberry**, where you'll find classic leather coats and trenches. Another brand that has made a name for itself as a top manufacturer of leather jackets is **Belstaff**. Perfect silhouettes and super-fine leather will have you literally drooling!

Leather skirts are making a confident comeback on the fashion scene and will most definitely add an edge to your spring wardrobe. Designers are updating leather for spring - from longer ladylike numbers to pleated minis, it's all about pairing them with the right accessories. Volumetric sweatshirts, chiffon blouses, shirts, lace tops and cardigans of different lengths - there are plenty of contenders just waiting to team up with your spring must-have. Go for a pleated skirt by **Salvatore Ferragamo**, a classic peplum beauty by **Fendi** or one of the bold, bright patent leather numbers showcased by **Valentino** or **Versace**.



DOLCE&GABBANA

Simple and eternally elegant, a single precious pearl takes centre-stage amongst three diamond encrusted prongs on this handmade ring.



This season, pants and leggings rule supreme, "it" garments featured at every fashion show and in every shop window. Black leather pants can be paired with just about anything: sneakers or heels. You'll find trendy slim-fit pants in the collections of **Saint Laurent**, **Karl Lagerfeld**, **Gucci** and **Michael Kors**. I also suggest that you continue your fashion hunt at multibrand boutiques **Antonia** and **Gio Moretti**.

This season's essential attributes are alligator, python and ostrich leather featuring amazing colour palettes and gorgeous handles with distinctive traits including softness, flexibility and high quality. For skirts, jackets and crocodile belts head to **Hermes**, for bags, visit **Giòsa** in via Ciovasso 6, where you can either choose a ready-made model or order your own personal item. If you're in search of a stunning ostrich bag, then drop in at **Serapian**, an historic Italian brand located at number 42 via della Spiga. **Gucci** has also gotten in on the act with a glam array of python leather jackets, skirts and accessories.

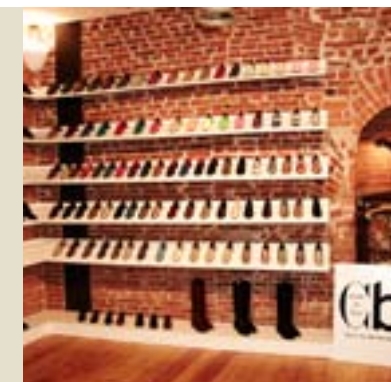
HERMÈS

Simple and eternally elegant, a single precious pearl takes centre-stage amongst three diamond encrusted prongs on this handmade ring.



A TRIBUTE TO MADE IN ITALY

Give way to spring and make sure to focus on authentic Italian-made brands - the apex of craftsmanship and luxury. A prime example are the leather and suede slippers crafted by C.B. Made in Italy - chic, comfortable and perfectly sized, they are the ideal choice for any occasion. This Milanese brand, created by Cecilia Bringheli in 2010, has now settled in a boutique in corso Garibaldi 50 and offers an incredible range of shoes for both men and women. Stylish, AGL tractor sole brogues trimmed with fur are a great choice to complete your fashion look this spring. The history of the brand dates back to 1958 and was founded by Attilio Giusti Leombruni - hence the abbreviation! Make sure to examine their new collection thoroughly (fashionistas' favourite retail destination, la Rinascente, also stocks several of the brand's fab models)..



Manzoni 24, Made-in-Italy stylish fur

Interview: Stefania Vida

Alessandra Grillo Zanini, Product Manager of Condorpelli, talks to us about this iconic reality, the uber-luxe Manzoni 24 fur collections and its high-end flagship store in the Quadrilatero della Moda.

When and how was Condorpelli established and, in particular, when did the Manzoni 24 brand come into being? Ours is the story of a family who, for three generations, have created luxe fur collections, investing passion and tireless dedication to our work, using the time-honoured experience garnered over the years to continue to achieve only the highest levels of workmanship. "Made-in-Italy" working techniques, quality and artisanship are the hallmark features of Condorpelli, apparent in each and every one of its garments. Over time, consumer demands have changed radically and, about 8 years ago, we decided to create the Manzoni 24 collection – a dynamic, contemporary line – designed to reflect the rapidly changing trends in fur fashions.

Tell us about "Made-in-Italy" working techniques.

Our garments are handmade by highly specialized technicians who though using avant-garde techniques nevertheless continue to draw upon time-honoured sartorial traditions.



What are the standout features of a Manzoni 24 garment? Lightness, versatility, modernity and elegance. These qualities are further enhanced by in-depth research on only the noblest materials and the use of innovative designs, that make each garment a statement piece.

What kind of experience awaits customers visiting the space in via Manzoni? Customers visiting our flagship store will find themselves immersed in an atmosphere that though exuding sophistication is also warm and welcoming, the ideal place to glean inspiration, to see and, naturally, to try on the garments featured in our collection. Furthermore, our staff is always on-hand to help customers find exactly what they need and offer specialized advice, to guarantee a truly unique shopping experience.

How is Italian fur positioned on the international market? Italian fur boasts an age-old tradition, renowned for its unparalleled expertise and craftsmanship, together with the creativity and style that are often lacking elsewhere.

Manzoni 24
Via Manzoni, 24
T: 02 76001395
www.condorpelli.it

TOP: the Zanini brothers, Sergio and Alessandro, with Alessandro's wife Alessandra (in the middle of the photo) and the Manzoni 24 staff.
LEFT: An attractive model by Manzoni 24.

la Rinascente, exclusive department store



la Rinascente

Milano, Piazza Duomo

Open daily

T: 02 88521. M1-M3 Duomo.

www.rinascente.it

Since time immemorial fashion has served as a means of expression, creativity and interpretation. In Milan, the exclusive spaces of la Rinascente in Piazza Duomo are the ideal venue for a one-stop shopping experience. For example, its Floor -1 hosts the Design Supermarket with more than 200 brands that turn design into their mission: small electronic appliances, lighting, bags and luggage, Scandinavian design, table and kitchen ware, home furnishings, gadgets and books. On this floor, you can also find the "Rina" Bar that serves delicious snacks for a well-earned break.

Floor -1 - Design Supermarket
Groundfloor - Boundless Beauty, Fashion Accessories and Jewellery
Balcony Mezzanine - Luxury Accessories
Floor 1 - Men's fashion collections
Sneaker Zone - Step into style!
Floor 2 - Men's formal attire
Floor 3 - For her: new classic outfits, ready-to-wear and shoe area

Floor 4 - The Heart of all that is women's fashion
Floor 5 - Lingerie collections and styles for kids
Floor 6 - A home full of enchantment
Floor 7 - Food hall with a view
Casual & Jeans Area - Room for casual-chic



Diarise a DAY-TIME date



Max&Co

Stretchy and body-hugging, this 'Occhi' gabardine skinny-fit pants, stitched from an airy cotton and spandex blend, comes in a range of colours to flatter with a slightly low rise, snug leg and yoke at the back.
Corso Vittorio Emanuele II – Via Dante, 7 –
Corso XXII Marzo, 20 – Corso Genova, 16 –
Corso Vercelli, 11
www.maxandco.com

Fratelli Rossetti

Made for comfortable walking, these 'Fratelli Rossetti One' low-top shoes are a cross between sporty sneakers and classic Oxford's. They're crafted in leather with elasticised gores and non-slip rubber soles.
Via Montenapoleone, 1
www.fratellirossetti.com



Ermanno Scervino

Incorporate a bit of bling into your daily wardrobe when you accessorise with this blue denim trapeze bag. It shimmers with a generous sprinkle of crystal appliqués and a silver shoulder chain.
c/o Giò Moretti – Via della Spiga, 4
www.ermannoscervino.it



Alessi

A simple bi-dimensional design, this wristwatch by Belgian designer Frédéric Gooris, creates a metaphor for time with the glass resting on the thin frame to reveal a large dial dipped below the surface.
Via Manzoni, 14/16
www.alessi.com



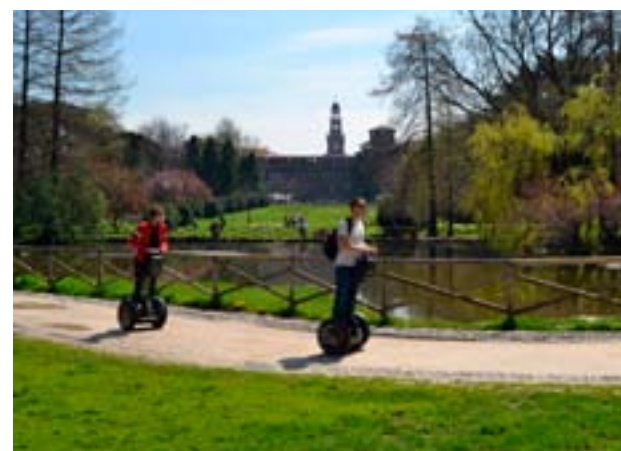
Michael Kors

Protect your flirty feline eyes with these refined 58mm cat-eye sunglasses. They boast translucent plastic frames tinted in soft lavender or champagne, and offer full protection against UV rays.
Via della Spiga, 8
www.michaelkors.com



Bottega Veneta

Let your style blossom when you wear this vibrant lacquer pink scarf. The light, breezy silk has a hypnotizing marble effect and contrasting trim, making it easy to mix and match.
Via Sant'Andrea, 15
Via Montenapoleone, 5
www.bottegaveneta.com



take a breather

SEGWAY

A city joy-ride

Now that it's safe to peel off insulating layers and enjoy the outdoors again, why not conveniently experience Milan on wheels? No, not by bus or taxi, but on a Segway! You'll have fun, keep up your energy levels and save yourself from tired feet. Rent a Segway at an affordable price from 30 minutes up to one full day so that you can go anywhere, at your leisure. You can also join a Segway group tour or request a personalized deluxe tour to discover the best historical sites, art, and shopping districts. These excursions include a professional English/French-speaking guide and photographic service. www.segwaytourmilan.com

The APERITIVO collection

Chanel

Dress it up or down, this chic black and white dress with its classy knee-length and long sleeves, is the ideal outfit to seamlessly move from a relaxed day-time appointment to evening date.

*Via Sant'Andrea, 10/A
www.chanel.com*



Dior

A symbol of modernity, this pointy white pump embodies innovation with an interesting structure that combines an elegant 10cm stiletto with futuristic lines - and shoelaces!

*Via Montenapoleone, 12
www.dior.com*



Mimì

Draw welcomed attention to well-manicured hands with an exquisite cocktail ring. The thick gold band is covered with sweet violet pearls and a large centred amethyst to achieve wearable romance.

*Via Gesù, 3
www.mimimilano.com*



Cloé

Their signature musk and amber base has evolved with new ingredients to conjure up a delicate floral Eau de Toilette. It enchants with top notes; bergamot, freshly-cut roses and magnolia accord.

*c/o la Rinascente, Piazza Duomo
www.chloe.com*



Armani

If you're big on jeans and big on Armani, it's time to own this PVC top-handle bag – the perfect culmination of contemporary style. It's boldly branded and has a zip closure plus rhinestone detail.

*Via Manzoni, 31
www.armani.com*



Pantone

Colour your kitchen with microwave and dishwasher-safe fine bone china mugs which cover the full Pantone colour matching system. This set of mixed reds & pinks includes: 186C, 172C, 1505C, 520C, 7432C, 1767C.

*Corso Magenta, 5
www.pantoneconceptstore.com*



take a breather

LA RINASCENTE

Drink to a view from the top

With the la Rinascente terrace right beside the Duomo, there's really no need to tear your eyes away from the majestic cathedral. The eye-level view of the marble spires from this upmarket department store will serve as a constant reminder of Milanese history and art, while you sip a refreshing cocktail, nibble on delicious green olives and other savoury delights. Explore the culinary options on the same floor in the food market, take a seat at the sushi bar or try a gourmet sandwich at De Santis. Oh, and remember to check out the colourful Pantone homeware range at the basement level before you exit.

www.rinascente.it



EVENING starlet, shine!



Burberry

Step into spring with these vibrant pink, green or stark white **sandals** which feature covered 10cm heels, a thin ankle strap and a goat suede and silk lining which meets a translucent vinyl T-panel.
Via Montenapoleone, 12
it.burberry.com

D&G

A chunky jewel clasp and python trim inspires much-deserved praise on the **Miss Dea clutch bag**. Its red lace exterior is embellished with crystals matched by an equally luxurious crushed-velvet lining.
Corso Venezia, 15
www.dolcegabbana.it



Marni

This sleeveless, **bicolour dress** is cut from a breezy viscose and acetate mix. Wear it with a complementary cotton and metal waist belt to accentuate a curvaceous hour-glass figure.
Via della Spiga, 50
www.marni.com



Saint Laurent

Your eyelids are a canvas with the **Pivone Crush palette**; fuchsia pink, coral and black cherry for colour and contrast, plus a pearly champagne highlighter. Stain your pout with **Rouge Pur Couture Vernis à Lèvres** which delivers intense glossy colour for longer.
Via Gesù, 4
www.ysl.com



Vhernier

Add a touch of drama to your look with this versatile ebony and 18-carat gold **'Pop' neck chain**. Let it hang as a long, 115cm strand or double it up for impact.
Via Santo Spirito, 14
www.vhernier.it

take a breather

LA VERDI
CONCERTS

Appreciate the music

Celebrate the legacy of the 19th century Italian Romantic composer, Giuseppe Verdi whose world-renowned contributions to music, including *La traviata* and *Aida*, have inspired La Verdi concerts. Produced and performed by The Symphonic Orchestra and Symphonic Chorus Giuseppe Verdi of Milano, titles such as "La Barocca" and "Crescendo in Musica" will fill the **Auditorium di Milano** during March and April, so for a much-needed dose of rich culture and musical appreciation, buy your tickets online at www.laverdi.org



JAEGER-LECOULTRE

Telling the time takes on an interesting twist here at Jaeger-LeCoultre, the company's first mono-brand store in Italy where aesthetics, design and functionality form integral parts of the product offering. Strap on a watch from their Reverso Collection and let your mind explore the endless possibilities for personalization because the swivel mechanism is seen as a blank canvas on which wearers can mirror an admired painting with enamel, engrave meaningful messages and even pave the surface in precious stones.

A fresh interpretation of the revolutionary Dual-Wing movement, the Duomètre Unique Travel Time watch in pink gold reflects the technical breakthroughs achieved by the Manufacture in the field of world-time watches and offers original solutions for travellers with a love of Fine Watchmaking. The Duomètre Unique Travel Time is the first world-time watch enabling to-the-minute adjustment of the second time zone. This enables travellers to accurately set the second time zone on all continents and countries regardless of the time difference. It asserts itself as an absolute reference in terms of mechanical watchmaking and of the intrinsic elegance with which all creations from the Grande Maison have been imbued since 1833.

English, French and Spanish spoken.
Boutique Director: Erminia Cutrì

Jaeger-LeCoultre
Innovative Swiss watches
since 1833

Via Montenapoleone, 1
T: 02 76281376

www.jaeger-lecoultre.com



Duomètre Unique Travel Time FB.

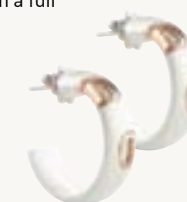
DAMIANI

Founded in 1924, Damiani, is an Italian family-run company with a flagship store located on the corner of via Sant'Andrea. The luxury jeweler offers collection of exquisitely handcrafted pieces that symbolize the timeless appeal of unmistakable Italian style.

The famous Damiani D.Icon collection has been enriched by new creations which stand out as cult objects for glamour lovers, with their full shapes and rounded sections. White or pink gold and diamonds are wedded with white or black ceramic to embellish hoop earrings, bangles and two heart-shaped pendants. The two D.Icon rings are newly introduced in brown ceramic with two versions of the capital D, the Damiani logo, one in full pink gold with diamond and the other with a full pavé of white diamonds.

English, French and Russian spoken.
Store Manager: Paolo Percudani

Damiani
Jewellery and watches
Via Montenapoleone, 10
T: 02 76028088
www.damiani.com



D.Icon Collection

MANZONI 24



A contemporary space in the heart of Milan's historic centre that blends in perfectly with its stylish surrounds in the city's viby fashion district. A warm, welcoming venue and the perfect place to be inspired, admire and naturally try on the various fur designs on display Luxe collections of clothing, accessories and homeware for those who appreciate modern style and traditional Italian craftsmanship. Easy-to-wear garments featuring impeccably tailored lines in which even the noblest furs are adapted to suit a young, contemporary style.

Diverse materials meet and give life to new trends: quilted jackets pair perfectly with fur, fur enhances cashmere and the unexpected becomes a fashion item.

English, French, Deutsch and Russian spoken.
Store Manager: Alessandra Molteni

Manzoni 24
Style and craftsmanship
Via Manzoni, 24
T: 02 76001395
www.condorpedi.it

ROCCA 1794

Master jewellers and watchmakers since the 18th century, Rocca rates among the first importers of luxury Swiss watches. A selection among the most prestigious brands: Damiani, Rolex, Breguet, Ulysse Nardin, Omega, Cartier, Panerai, Piaget, Vacheron Constantin, Breitling, Jaeger-LeCoultre, Tudor, Gagà. Rocca guarantees outstanding levels of competence and expert skillfull consultancy.

English, French, Chinese, Russian and Spanish spoken.
Store manager: Bartolomeo D'Arienzo

Rocca 1794
Master jeweller
and watchmaker
Piazza Duomo, 25
T: 02 8057447
www.rocca1794.com



Belle Epoque Collection
by Damiani



GIÒSA MILANO



English, French, and German spoken.
Store manager: Giorgio Santamaria

The Giòsa Milano brand, headed by Giorgio Santamaria, boasts a unique philosophy based on the finest handcrafted traditions dating back to the 1950s when it was first established by Giorgio's father, Santo. Having learnt the trade at his father's knee, in 2004, Giorgio opened the "Giòsa Milano, La Bottega del Coccodrillo": a boutique with adjoining laboratory but, above all, a place where pieces are created to fulfil the dreams of its clientele who, on entering the atelier, find themselves immersed in an atmosphere that is just as unique as its bags.

Exclusive, highly original creations made from the finest skins. A unique line of products ranging from bags to briefcases but also wallets, clothings, belts, watch cases, desk tops and countless other items crafted in only the finest leathers and skins including crocodile, ostrich and lizard.

Giòsa Milano
Unique accessories in genuine crocodile
Via Formentini, 2
corner of via Madonnina
Via Ciovasso, 6
T: 02 86997441
www.giosamilano.com

MIKI HOUSE

Specialists in the production of soft, safe and comfortable kiddies clothing and shoes, Miki House is a Japanese brand born in 1971, that puts children's needs first to keep your little princess as pretty as ever while allowing little rascals to exude even more of that bottomless energy as they enjoy every minute of their care-free innocence.

The store in Milan is the only one in Italy and hosts adorable frocks and tops painted with polka dots, checkered prints, stars, hearts, bows and other girlish detailing while little rascals can rumble and tumble in denims, shirts and T's that are spruced up with colourful motifs, badges and symbols.

English, French and Russian spoken.
Store Manager: Sabrina Colombi

Miki House
Japanese house of children's fashion and style
Via Montenapoleone 8
(entrance from via Sant'Andrea)
T: 02 76011448
www.mikihouse.co.jp



PISA OROLOGERIA-ROLEX BOUTIQUE



'Rolex' was conjured up by brothers-in-law, Hans Wilsdorf and Alfred Davis in 1905. Now, more than a century on and its golden crown logo signifies nothing less than time-keeping excellence; a jewel and a device merged to become one of the greatest status symbols of our time. The family-owned Pisa Orologeria deals exclusively in these luxury Swiss watches and their four stacked floors thrill the senses right up to the workshop.

English, French, Chinese, Russian and Japanese spoken.
Store Manager: Angelo Meani

Pisa Orologeria - Rolex Boutique
Swiss-made timepieces
Via Montenapoleone, 24
T: 02 76317726
www.pisaorologeria.com
www.rolex.com



Rolex Oyster Perpetual
Submariner Date



PISA OROLOGERIA AND PATEK PHILIPPE BOUTIQUE

A watch lover's paradise for over 70 years, Pisa Orologeria is a reference point of innovative, high-class watchmaking in Milan and showcases several of the world's most desirable watch brands including Vacheron Constantin, Piaget, Breguet, Bulgari, Chanel, Chopard, Audemars Piguet, Hublot, Ulysse Nardin, IWC, Jaeger-LeCoultre, Officine Panerai and Patek Philippe (with the Patek Philippe Boutique).

It offers an assistance centre, a specialized workshop and a unique gift packaging service with delivery guaranteed to any part of the world.

English, French, Chinese, Russian and Japanese spoken.
Store Manager: Antonio Bergo



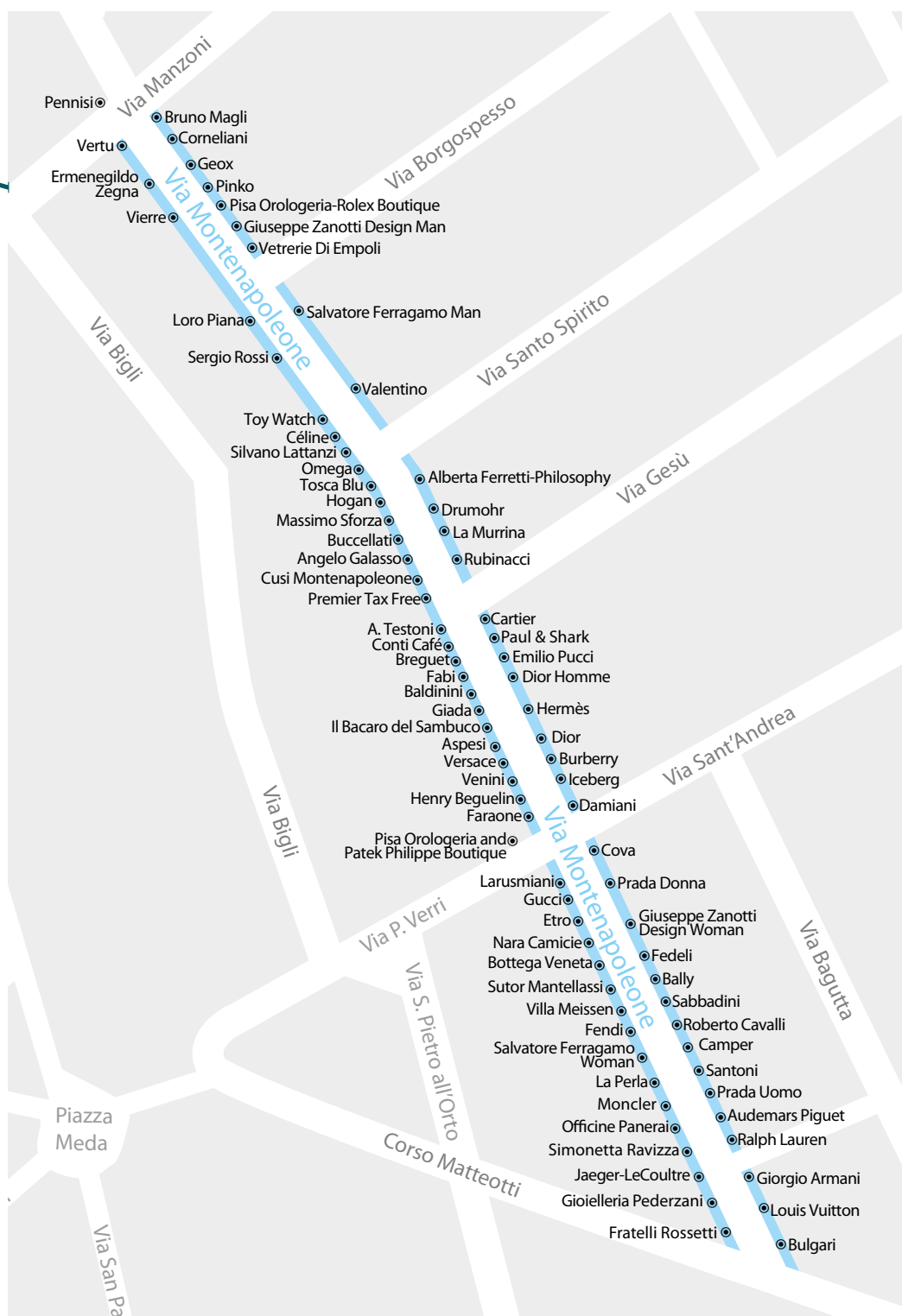
Aquanaut Luce "Metal
Blue" by Patek Philippe

**Pisa Orologeria and
Patek Philippe Boutique**
**Prestigious time pieces
with specialized workshop**
Via Pietro Verri (corner of
via Montenapoleone, 9)
T: 02 762081
www.pisaorologeria.com



Patrimony Contemporaine
Perpetual Calendar
by Vacheron Constantin

Via Montenapoleone



Alberta Ferretti-Philosophy 
A glamorous ladies' fashion label
Via Montenapoleone, 18
T: 02 76003095
www.albertaferretti.com

Angelo Galasso
Haute Couture menswear label
Via Montenapoleone, 21/A
T: 02 25546633/4
www.angelogalasso.com

Aspesi
Quality casual wear and basics for men and women
Via Montenapoleone, 13
T: 02 76022478
www.aspesi.com

Audemars Piguet 
Refined Swiss watches
Via Montenapoleone, 6
T: 02 76003115
www.audemarspiguet.com

Baldinini 
Artistic footwear for women and men
Via Montenapoleone, 15
T: 02 76022002
www.baldinini.it

Bally 
Footwear, clothing and accessories
Via Montenapoleone, 8
T: 02 76008406
www.bally.com

Bottega Veneta 
Luxury leather goods
Via Montenapoleone, 5
T: 02 76024495
www.bottegabeneta.com

Breguet 
High-Class horology
Via Montenapoleone, 19
T: 02 76007756
www.breguet.com

Bruno Magli 
Sophisticated footwear, accessories and ready-to-wear
Via Montenapoleone, 28
T: 02 76018400
www.brunomagli.it

Buccellati
Italian jewellery and silverware in the traditional handmade manner
Via Montenapoleone, 23
T: 02 76002153
www.buccellati.com

Bulgari 
Creators of timeless gold, diamond and precious stone jewels
Via Montenapoleone, 2
T: 02 777001
www.bulgari.com

Burberry 
Iconic British Brand
Via Montenapoleone, 12
T: 02 36010852
www.burberry.com

Camper
Spanish shoes made from recyclable materials
Via Montenapoleone, 6
T: 02 799015
www.camper.com

Cartier 
Regal jewels for the world's royalty since the mid-1800's
Via Montenapoleone, 16/A
corner of via Gesù
T: 02 3030421
www.cartier.com

Céline 
A chic French clothing line for women
Via Montenapoleone, 25/B
T: 02 76015579
www.celine.com

Cornelianni 
Top-to-toe ensembles of sporty, classic and made-to-measure menswear
Via Montenapoleone, 26
T: 02 76317955
www.cornelianni.com

Cusi Montenapoleone
Detailed and well-crafted jewellery that was also supplied to Italy's royal family
Via Montenapoleone, 21
T: 02 76014323

Damiani 
Diamond jewellery and watches from the family-owned company
Via Montenapoleone, 10
T: 02 76028088
www.damiani.com

Dior 
Haute couture for women-the legacy of French icon, Christian Dior
Via Montenapoleone, 12
T: 02 76317801
www.dior.com

Dior Homme 
Men's haute couture from the exclusive French fashion house
Via Montenapoleone, 14
T: 02 76398530
www.dior.com

Drumohr
Knitwear that's made in the age-old Scottish tradition
Via Montenapoleone, 18
T: 02 783921
www.drumohr.it

Emilio Pucci 
A designer's creations of ladies' fashion and accessories
Via Montenapoleone, 14
T: 02 76318356
www.emiliopucci.com

Ermenegildo Zegna 
A family-owned label of men's made-to-measure and leisurewear
Via Montenapoleone, 27/E
T: 02 76006437
www.zegna.com

Etro 
Italian fashion brand with recognizable paisley prints
Via Montenapoleone, 5
T: 02 76005049
www.etro.com

Fabi 
Couture footwear and superior accessories
Via Montenapoleone, 17
T: 02 76016413
www.fabishoes.it

Faraone

The great Italian tradition of high jewellery
Via Montenapoleone, 9
T: 02 76319153
www.faraonegioielli.it

Fedeli

Cashmere clothing since 1936
Via Montenapoleone, 8
T: 02 76023392
www.fedelicashmere.com
www.fedelimontenapoleone.it

Fendi

Italian menswear, womenswear and accessories
Via Montenapoleone, 3
T: 02 76021617
www.fendi.com

Fratelli Rossetti

Classic leather bags and shoes
Via Montenapoleone, 1
T: 02 76021650
www.fratellirossetti.com

Geox

Technologically advanced footwear for men and women
Via Montenapoleone, 26
T: 02 76009372
www.geox.com

Giada

Classic, made-in-Italy craftsmanship for her
Via Montenapoleone, 15
T: 02 91798888
www.giada.com

Giorgio Armani

The world-famous Italian designer's namesake label
Via Montenapoleone, 2
T: 02 76003234 - T: 800 0191311
www.armani.com

Giuseppe Zanotti Design

Interesting Italian footwear
Via Montenapoleone, 8 (Woman)
Via Montenapoleone, 22 (Man)
T: 02 76316808
www.giuseppezanottidesign.com

Gucci

Luggage sets and accessories
Via Montenapoleone, 5 - 7
T: 02 771271
www.gucci.com

Henry Beguelin

Made in Italy leather accessories
Via Montenapoleone, 9
T: 02 76023820
www.henrybeguelin.it

Hermès

Top leather and silk quality accessories
Via Montenapoleone, 12
www.hermes.com

Hogan

High-end range of shoes, clothing and accessories
Via Montenapoleone, 23
T: 02 76011174
www.hogan.com

Iceberg

Luxury fashion for both sexes
Via Montenapoleone, 10
T: 02 782385
www.iceberg.com

Jaeger-LeCoultre

Innovative Swiss watches since 1833
Via Montenapoleone, 1
T: 02 76281376
www.jaeger-lecoultre.com

La Murrina

Venetian glass art deco objects and lighting
Via Montenapoleone, 18
T: 02 781426
www.lamurrina.com

La Perla

Delicate lingerie created in the traditional corsetry technique
Via Montenapoleone, 1
T: 02 76000460
www.laperla.com

Larusmiani

Men's and ladies' tailor-made garments and a bespoke service
Via Montenapoleone, 7
T: 02 76006957
www.larusmiani.it

Loro Piana

The Piana family's luxury clothing line made from their own top quality fibres
Via Montenapoleone, 27
T: 02 7772901
www.loropiana.com

Louis Vuitton

Leather accessories, clothing and fine jewellery
Via Montenapoleone, 2
T: 02 7771711
www.louisvuitton.com

Massimo Sforza

Formal and informal menswear collections
Via Montenapoleone, 23
T: 02 76015653
www.massimosforza.com

Moncler

Outerwear, coats, jackets for men, women and kids
Via Montenapoleone, 1
T: 02 76341316
www.moncler.com

Montblanc

Swiss watches, Italian leather goods and German writing instruments
Via Montenapoleone, 27/B
T: 02 76317720
www.montblanc.com

NaraCamicie

Tailored Italian shirts for men and women
Via Montenapoleone, 5
T: 02 799622
www.naracamicie.it

Officine Panerai

Precision watches which were also supplied to the Royal Italian Navy
Via Montenapoleone, 1
T: 02 76281320
www.panerai.com

Omega

Accurate Swiss watches also used on NASA's space journeys
Via Montenapoleone, 25
T: 02 76000984
www.omegawatches.com

Paul & Shark

Luxury sportswear inspired by the yachting world
Via Montenapoleone, 16
T: 02 76008565
www.paulshark.it

Pederzani

Rare jewels in Milan from 1947
Via Montenapoleone, 1
T: 02 76021016
www.gioielleriapederzani.it

Pinko

Stylish clothing and accessories for women
Via Montenapoleone, 26
T: 02 76014184
www.pinko.it

Pisa Orologeria - Rolex Boutique

Swiss-made timepieces
Via Montenapoleone, 24
T: 02 76317726
www.rolex.com

Prada

Womenswear Collection Miuccia Prada's inherited business that creates high-end fashion for women and men
Via Montenapoleone, 8
T: 02 7771771
www.prada.com

Prada

Menswear Collection
Via Montenapoleone, 6
T: 02 76020273
www.prada.com

Ralph Lauren

Men's Collection, Women's Collection and Accessories
Via Montenapoleone, 4
T: 02 7788721
www.ralphlauren.com

Roberto Cavalli

Glamour and eccentricity
Via Montenapoleone, 6.
T: 02 76020900.
www.robertocavalli.com

Rubinacci

Neapolitan tailor workshop and showroom of ready-to-wear and bespoke apparel
Via Montenapoleone, 18
T: 02 76001564
www.marianorubinacci.it

Sabbadini

Italian jewellers best known for their bee motif
Via Montenapoleone, 6/8
T: 02 76008228
www.sabbadini.com

Salvatore Ferragamo Woman

The Florentine designer's luxury footwear, clothing and accessory collections for women
Via Montenapoleone, 3
T: 02 76000054
www.ferragamo.com

Salvatore Ferragamo Man

Luxury family-led label that offers top quality menswear and accessories
Via Montenapoleone, 20/4
T: 02 76006660
www.ferragamo.com

Santoni

Luxury shoemaker, Italian craftsmanship
Via Montenapoleone, 6
T: 02 76280508
www.santonishoes.com

Sergio Rossi

Couture Italian footwear and handbags for ladies
Via Montenapoleone, 27
T: 02 76006140
www.sergiorossi.com

Simonetta Ravizza

Sophisticated fox fur and mink creations for women
Via Montenapoleone, 1
T: 02 76012921
www.simonettaravizza.it

Sutor Mantellassi

Sophisticated footwear and accessories
Via Montenapoleone, 3
T: 02 76281314
www.sutormantellassi.com

A. Testoni

Classic leather bags and shoes
Via Montenapoleone, 19
T: 02 76003697
www.testoni.com

Tosca Blu

Bags, shoes and accessories for a youthful market
Via Montenapoleone, 25
T: 02 76280549
www.toscablu.it

ToyWatch

Designer wrist watches made in Italy
Via Montenapoleone, 25
T: 02 76005996
www.toy-watch.com

Valentino

Ready-to-wear and accessories
Via Montenapoleone, 20
T: 02 76006182
www.valentino.com

Venini

Murano glassware and lighting since the 1920's
Via Montenapoleone, 9
T: 02 76000539
www.venini.it

Versace

Ultra-luxurious clothing and accessories
Via Montenapoleone, 11
T: 02 76008528
www.versace.com

Vertu

Luxury brand of mobile phones assembled by hand in England
Via Montenapoleone, 29 corner of via Manzoni
T: 02 7773171
www.vertu.com

Vetriere Di Empoli

Manufacturers of opulent glassware in Empoli
Via Montenapoleone, 22
T: 02 76008791
www.vetrierediempoli.it



FASHION FOOD

Chic & Go is a new venue offering high-class food for take-away and delivery

Chic & Go is a new, one-of-a-kind "Made-in-Italy" tasting experience. Each day, its chefs indulge their creativity and flair to offer their customers auteur sandwiches designed to suit all tastes and requirements. Packaged in elegant, beautifully decorated bags, to guarantee maximum freshness and hygiene, the venue offers an array of delectable high-class options including lobster, crab and Angus beef as well as several of the best ingredients of Italian tradition such as mortadella di Prato, authentic Parma ham or carne salada from Trentino. Monday 8am-7pm; from Tues to Sat 8am-8pm; Sun 9am-7pm.

Renowned for its famous sugared almonds, **Conti Café** now also boasts a restaurant and an events space for photo shoots, private parties and other happenings. Its minimalist, peaceful and elegant atmosphere is the perfect place to start your day with a cappuccino; conversely, tired shoppers can also stop for a break and enjoy the venue's light fish-based lunches or traditional Italian dinners. Open Mon-Sat 8am-11pm; Sun 10am-11pm.

Chic & Go

Via Montenapoleone, 25 (via Bigli, 20)

T: 02 782648

www.chic-and-go.com

Conti Café

Via Montenapoleone, 19

T: 02 76394934

www.conticafe.it



AN ICON OF FLAVOUR

Il Salumaio di Montenapoleone is located in the private courtyard of the Palazzo Bagatti Valsecchi.

Il Salumaio di Montenapoleone - formerly a historic Milanese delicatessen - has recently re-opened at Milan's historic Palazzo Bagatti Valsecchi. Set in a charming private courtyard, in summer, visitors can enjoy a fabulous "al fresco" lunch. An ideal spot for those in need of a quick aperitivo, a snack or a break from a hectic day's shopping, all set slap-bang in the heart of the Quadrilatero. Open from 12 noon to 11pm (closed on Sun).

A Milanese celeb hangout, **Pasticceria Cova** has been for years a historic destination spot on via Montenapoleone. A corner of Milan and one of the few places where one can actually mix business and pleasure. The perfect spot for an international clientele in need of a pit-stop for a quick, tantalizing, light lunch. Open from 7.30am to 8.30pm.

Il Salumaio di Montenapoleone

Via Santo Spirito, 10

T: 02 784650-76001123

www.ilsalumaiodimontenapoleone.it

Pasticceria Cova

Via Montenapoleone, 8

T: 02 76005599

www.pasticceriacova.com

Vierre

A footwear boutique that stocks multiple top brands
Via Montenapoleone, 29
T: 02 76007660
www.vergelio.it

Villa Meissen

Discreet European luxury
Via Montenapoleone, 3
T: 02 89423725
www.meissen.it

AROUND THE CORNER

Acqua di Parma

Fragrances with style and Italian craftsmanship
Via Gesù, 1 corner of via Montenapoleone
T: 02 76023307
www.acquadiparma.com

Agent Provocateur

Glamour lingerie and accessories
Via Pietro Verri, 1
T: 02 76024043
www.agentprovocateur.com

Alfonso Garlando

For Italian shoe lovers
Via Madonnina, 1
(corner of piazza del Carmine)
T: 02 874665
www.alfonsogarlando.it

Angela Caputi Giuggiù

Original creations of high fashion costume jewelry
Via Madonnina, 11
T: 02 86461080
www.angelacaputi.com

Ballin

Leader in the artisan production of luxury footwear
Via Santo Spirito, 5
T: 02 76020183
www.ballin-shoes.it

Banana Republic

Trendy wear for him and for her
Corso Vittorio Emanuele II, 24/25
T: 02 303529
www.bananarepublic-italia.it

Barrett

Italian shoes maker since 1917
Via Gesù, 9
T: 02 76005050
www.barrett.it

Boggi Milano

High quality clothes for the man of today
Piazza San Babila, 3
T: 02 76000366
www.boggi.com

Borsalino

Tradition and Made in Italy glamour in hats
Via Sant'Andrea, 5
T: 02 878910
www.borsalino.com

Brioni

Contemporary formalwear for him
Via Gesù, 3
T: 02 76390086
www.brioni.com

Chanel

French icon of luxury for haute couture, ready-to-wear, and accessories
Via Sant'Andrea, 10/A
T: 02 76016545
www.chanel.com

Dolce&Gabbana Accessories

Metropolitan glamour for the accessories
Via della Spiga, 2
T: 02 795747
www.dolcegabbana.it

Furla

Genuine Italian leather
Piazza Duomo, 31
T: 02 89096794
www.furla.com

Gioielleria Pennisi

Precious Italian jewellery
Via Manzoni, 29
T: 02 862232
www.gioielleriapennisi.it

Giòsa Milano

Unique accessories in genuine crocodile
Via Formentini, 2
corner of via Madonnina
Via Ciovasso, 6
T: 02 86997441
www.giosamilano.com

Gucci

Made-in-Italy luggage sets and accessories for men
Via Brera, 21 (corner of via Fiori Chiari)
T: 02 7202921
www.gucci.com

Intimissimi

Lingerie and accessories
Via Pattari, 2
T: 02 89013705
www.intimissimi.com

Jil Sander

Luxury fashion clothing
Via Verri, 6
T: 02 7772991
www.jilsander.com

Jimmy Choo

Luxury women's shoes
Via Sant'Andrea, 1/A
T: 02 45481770
www.jimmychoo.com

Kenzo

Bold and chic clothing and accessories
Via Manzoni, 25
T: 02 72080735
www.kenzo.com

Maison Martin Margiela

High-fashion clothing and accessories
Via della Spiga, 46
T: 02 76017087
www.maisonmartinmargiela.com

Manzoni 24

Made in Italy fur garments and accessories, in a contemporary style
Via Manzoni, 24
T: 02 76001395
www.manzoni24.it

Marella

A symbol of pure Italian and easy-to-wear style
Corso Vittorio Emanuele II (corner of Piazza Liberty)
T: 02 76012747
www.marella.com

Mari

Unique location for women's fashion
Via Manzoni, 27/29
T: 02 80500468
www.marimilano.com

E. Marinella

Ancient Italian sartorial tradition
Via Santa Maria alla Porta, 5
T: 02 86467036
www.marinellanapoli.it

Miki House

Japanese house of children's fashion and style
Via Montenapoleone, 8
(entrance from via Sant'Andrea)
T: 02 76011448
www.mikihouse.co.jp

Missoni

Legendary Italian fashion house
Via Montenapoleone, 8
(entrance from Via Sant'Andrea)
T: 02 76003555
www.missoni.com

Miu Miu

Avant-garde style for her
Via Sant'Andrea, 21
T: 02 76001799
www.miumiu.com

Pellux-Rimowa store

Leather and travel accessories
Piazza San Fedele, 2
(entrance from via Agnello)
T: 02 864104
www.pellux.it
www.rimowastoremilano.it

Pisa Orologeria and

Patek Philippe Boutique
Prestigious time pieces with specialized workshop
Via Pietro Verri (corner of via Montenapoleone, 9)
T: 02 762081
www.pisaorologeria.com

Pomellato

Classic and fine jewellery
Via San Pietro all'Orto, 17
T: 02 76006086
www.pomellato.it

Rocca 1794

Master jeweller and watchmaker
Piazza Duomo, 25
T: 02 8057447
www.rocca1794.com

Rodo Firenze

High-Class footwear and accessories
Corso Matteotti, 14
T: 02 84928436
www.rodo.it

Saint Laurent

Glamorous ready-to-wear and accessories
Via Gesù, 4
T: 02 76000573
www.ysl.com

Serapian

Exclusive men and women's leather accessories
Via della Spiga, 42
T: 02 76024451
www.serapian.com

Stuart Weitzman

High-fashion women's footwear
Via Sant'Andrea, 10/A
T: 02 36537260
www.stuartweitzman.com

Swatch

Casual and funky Swiss wrist watches
Corso Vittorio Emanuele II, 15
T: 02 76000520
www.swatch.com

Tiffany&Co

Precious jewellery
Via della Spiga, 19/a
T: 02 76022321
www.tiffany.it

Timberland

The best outdoor style for men and women
Corso Matteotti, 7
T: 02 782455
www.timberland.com

Van Cleef & Arpels

Historic brand in jewellery
Via Pietro Verri, 10
T: 02 7767951
www.vancleef-arpels.com

Vhernier

Italian tradition for unique jewellery
Via Santo Spirito, 14
T: 02 77331560
www.vhernier.com

Walter Voulaz

Real "shirt couture" for contemporary women
Via Manzoni, 29
T: 02 72001676
www.waltervoulaz.it

Zilli

Historic fine garments
Via Gesù, 5
T: 02 49541950
www.zilli.fr

Outlet and Factory Stores

Milan is surrounded by a belt of green sites, lakes and... outlets and factory stores: real shopping villages offering top Italian and international designer brands at prices discounted from 30 to 70% (open daily 10am-8pm).



As part of the collection of nine “Chic Outlet Shopping” villages in Europe, **Fidenza Village** is a real shopping village, offering a fabulous array of designer clothing and homeware. Halfway between Milan and Bologna, 100 boutiques featuring prestigious designer labels at reduced prices, including Valentino, Paul Smith, Missoni and Michael Kors. Thanks to its position, in addition to shopping, Fidenza Village offers a number of other attractions as Parma and Terme Verdiane, one of Italy's primary artistic and cultural hubs.

One of the first outlet villages in Europe, the **Serravalle Designer Outlet** is located in the province of Alessandria. Designed as a typical medieval Ligurian town, it combines all the appeal of luxury designer brands with the beauties of the surrounding Piedmont countryside and the Liguria Riviera. 180 exclusive designer brand stores, elegance, affordable prices and high quality for all pockets.

McArthurGlen boasts also “Barberino” near Florence, “Castel Romano” near Rome, “La Reggia” in Marcanise near Naples, and “Veneto” at Noventa di Piave near Venice.

Situated just thirty minutes from Milan, in the province of Novara, **Vicolungo the Style Outlets** is the ideal place to spend an exciting day's shopping. 150 prestigious designer stores offering clothing for the whole family, homeware and beauty products at discounted prices of up to 70%. Vicolungo Outlet also hosts art exhibitions, events and other initiatives for a enjoyable day's outing. On special occasions, for an even more complete shopping experience, a customized personal shopper service is at-the-ready for your every shopping need from offering fashion trend advice to selecting the perfect purchase.

An outlet store on the Swiss border, **FoxTown** uses the popular US-style “Factory Stores” formula: practically all the best designer labels at factory prices. 160 exclusive stores, more than 250 top brands (such as Gucci, Prada, Armani, Dolce&Gabbana, Dior, Polo Ralph Lauren, Lacoste, Burberry, Nike e Tommy Hilfiger), 1 casino, 7 bars and restaurants. And again, new openings of prestigious brands such as Blumarine, Timberland, Lindt, Pollini, Sebastian and

Fidenza Village

FidenzaVillage.com

A1 Motorway Fidenza/Salsomaggiore
Terme T. exit. Daily “Shopping Express”
shuttle bus also available
(departure at 10am from Piazza Castello,
1
M1 Cairoli)

Serravalle Designer Outlet

www.mearthurglen.it

A7 Motorway Serravalle Scrivia T. exit
between Milan and Genova. Daily shuttle
service Zani Viaggi (departure at 10am
and at 11am from Foro Bonaparte, 76 –
M1 Cairoli/M2 Lanza. www.zaniviaggi.it –
www.livemilano.com)

Vicolungo the Style Outlets

www.thestyleoutlets.it

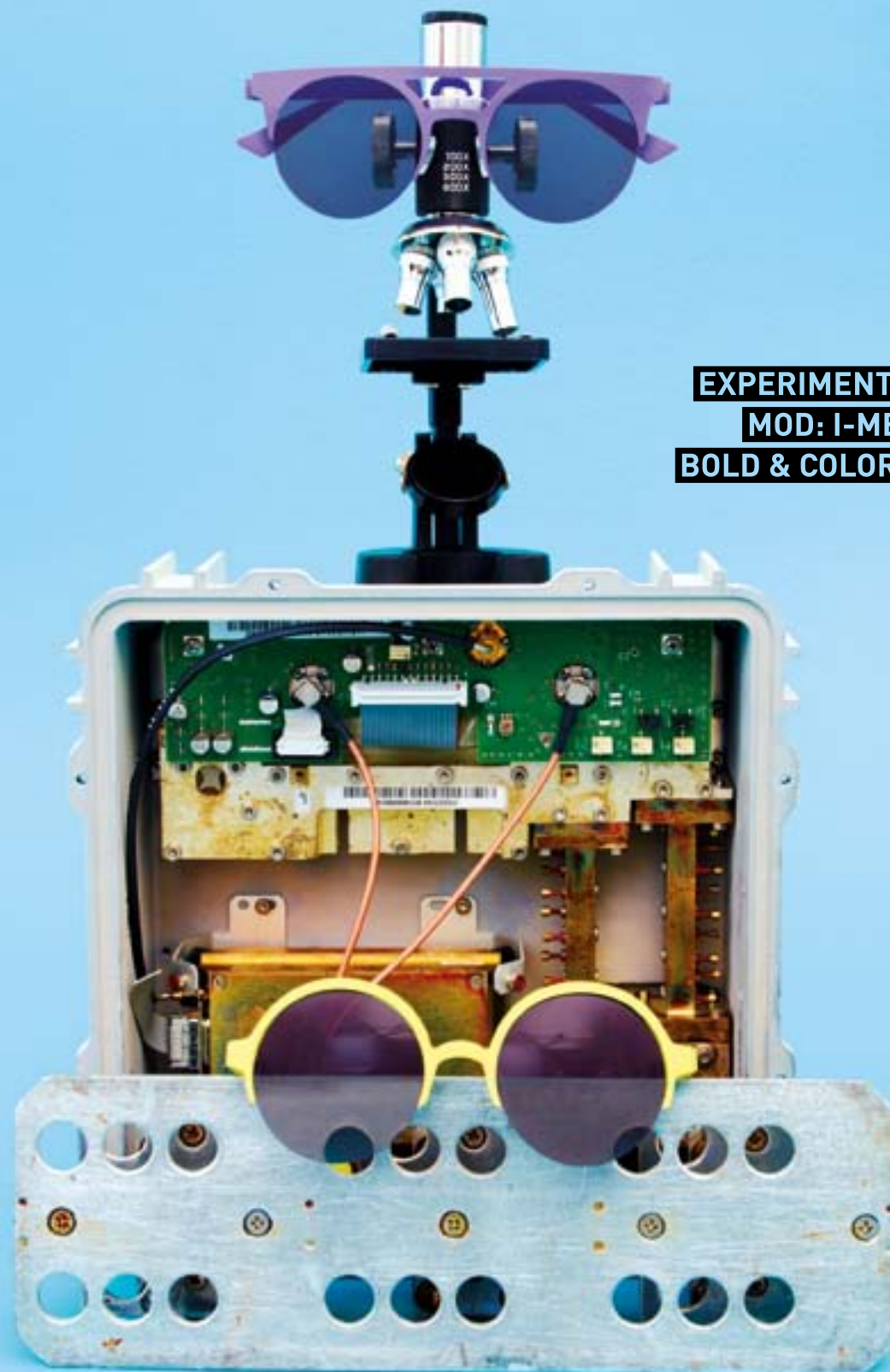
A4 Motorway, Bignate Vicolungo
T. exit between Milan and Turin.
Daily shuttle service Zani Viaggi
(departure at 10.30am from Foro
Bonaparte, 76 – M1 Cairoli/M2 Lanza.
www.zaniviaggi.it–www.livemilano.com).

FoxTown Factory Store

www.foxtown.com

15 km from Lugano and 30 km from
Milan. Milano-Lugano motorway,
Mendrisio T. exit. Daily shuttle service
Zani Viaggi (departure at 2pm from
Foro Bonaparte 76, M1 Cairoli-M2
Lanza. www.zaniviaggi.it
www.livemilano.com)

italia
independent



EXPERIMENT N°9
MOD: I-METAL
BOLD & COLORFUL



In addition to the metro (underground) system, Milan is also covered by numerous tram and bus routes. For more information regarding Milan's public transport system:

ATM - Azienda Trasporti Milanesi – Local Public Transport Company - Open daily 7.30am-7.30pm. www.atm.it. T: 800 808181.

Ordinary ticket (1,50 euro) - valid for 90 minutes. Can be used on buses, trams or the metro (one trip only).

Day ticket (4,50 euro) - valid 24h. Bus, tram and metro with no limits.

Two-day ticket (8,25 euro) - valid 48h. Bus, tram and metro no limits.

Check the tariffs for the extra-urban subway.

Return ticket to Rho Fieramilano (5 euro)

Where to buy your ticket: from the all authorized ticket sellers, ATM Points and automatic ticket machines in underground stations.

Taxi

Radio Taxi T: 02 6969 – www.yellowtaxi.it (recommended by U.I.P.A. Chiavi d'Oro-Les Clefs d'Or

Taxi airport fees: from or to Malpensa: euro 90 / from or to Linate: euro 25-30 / from or to Orio al Serio: under euro 100

Emergency

- Carabinieri T: 112.
- Ambulance T: 118.
- City Police T: 02 77271.
- Medical services T: 02 34567.
- Open Pharmacies T: 800 801185.
- Passports Questura di Milano, via Fatebenefratelli, 11. T: 02 0262261.
- Lost and Found on ATM Vehicles City of Milan. Mon-Fri 8.30am-4pm. Via Friuli, 30. T: 02 88453900.



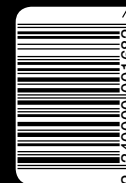
la Rinascente
MILANO PIAZZA DUOMO

ENJOY YOUR SHOPPING

GIVE THIS COUPON AT LA RINASCENTE STORE IN MILAN YOU'LL GET 10%* OFF ON YOUR PURCHASES.

*Exclusively for foreign individual customers upon presentation of a valid foreign passport. Valid except for regional restriction regulations and only on brands which support the initiative. The discount cannot be combined with other promotions and does not apply on cafeterias and restaurants on the 7th floor (valid on food market purchases). Valid until May 31st 2014.

Tax free: If you are resident in an Extra-EU country and you have spent at least 154.94 euros in the same day, you are entitled to a refund of 12% on the total amount of your purchase. La Rinascente values your shopping and therefore grants you one more advantage: the possibility to substitute the cash refund with a coupon, allowing you to spend the amount to be refunded adding a complimentary 10% to such sum, for purchases at la Rinascente.



-10%* -12%**

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RENDEZ-VOUS NIGHT & DAY

Discover the Jaeger-LeCoultre jewellery watch line at
ladies.jaeger-lecoultre.com



Boutique Jaeger-LeCoultre
Milan - Via Montenapoleone, 1
Venice - Piazza San Marco, 65
Rome - Via Vittorio Veneto, 13


JAEGER-LECOULTRE