Montenapoleone by where®

MILAN LUXURY

Fashion. Jewels. Beauty. Design.







1500 Top Brands
One-stop Shop
*la*Rinascente
Piazza Duomo





Enjoy the best
shopping
in the city



A gift from
your hotel
~~10 euro~~

FALL 2014
ENGLISH EDITION
#12

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



Patrimony Small Model
Self-winding mechanical movement calibre 2450 Q6

www.vacheron-constantin.com • www.thehourlounge.com

VACHERON CONSTANTIN

Manufacture Horlogère. Genève, depuis 1755.

PISA
OROLOGERIA

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

Keep it under wraps!

Sadly, it's time to put away flip-flops and pumps and take out gloves and woolen scarves.

However, every season, even the coldest one, has several surprises in store: hands up anyone who hasn't literally killed for a pair of boots, or snuggled dreamily into a soft cashmere sweater perhaps while sipping a steaming cup of hot chocolate!

As we know, fashion addicts do not mark the solar year by seasons but rather by weeks, i.e. fashion weeks! So, after feasting your eyes on the previews for the forthcoming spring/summer season during Milan Fashion Week in September, it's time to turn your attention to the city's glittering window displays, to take in the latest collections: a triumph of ultra-delicate nuances in a variety of shades of grey, from dresses to footwear to make up.

Instead of wasting time looking at hundreds of seasonal novelties while leafing through the pages of magazines, allow yourself to be guided by our articles, with focus on trendy boots, the chicest jewels of the moment and several of Milan's best-kept, unique, secret addresses, where you will find masses of real Milanese treasures, obviously not forgetting the newest openings in the city, or the latest updates on Expo 2015… happy reading!

IN THIS ISSUE | **CONTRIBUTORS**



ALISA **AUNS**

BIO: A fashion journalist, blogger (blog.smartmilan.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.



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.



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.

Contents

News
New Openings 4
Towards Expo 6

The best of
Discovering Milan 8
Italian High Fashion Top Brands 28
Jewels and Watches Top Brands 32

Tips
Authentic experiences in the Quadrilatero 13
Montenapoleone Card, shopping without stopping 26
Tasting Experience 48
Getting around Milan 56

Insider's View
BOOTS | These boots are made for walking... *by Umayya Theba* 14
EXCLUSIVE | Unique in Milan *by Elena Binda* 18
JEWELS | Bring on the bling *by Stefania Vida* 22

Shop in Style
DAY-TIME
Diarise a day-time date | For Her 36
Diarise a day-time date | For Him 38

EVENING
Evening starlet, shine! 40

HIGHLIGHTS
Jaeger-LeCoultre 42
Manzoni 24 42
Damiani 43
Pettinaroli 43
Giòsa Milano 44
Miki House 44
Pisa Orologeria – Rolex Boutique 45
Pisa Orologeria and Patek Philippe Boutique 45

AROUND MILAN
Outlets and factory stores 47

THE GUIDE
Via Montenapoleone & Around the corner boutiques directory 50

Check the logos on the following pages for merchants accepting :

The grey issue



This year's cold season holds in store a wardrobe boasting soft, delicate nuances, in which timeless grey takes centre stage. Elegant and sophisticated, it is perfect in all of its renditions, from Valentino's slinky dress to Jimmy Choo's jeweled sandal, from Vhernier rings, to Armani Privé pochettes right up to Chanel's dazzling make up. Those looking to embellish their outfits can add a precious touch of light, with Pisa Orologeria's brand new "Lancette", stunning pendants in gold and diamonds (Maia) or in burnished gold and sapphires (Urania), to mention just a few of the original models that comprise the collection... a delightful way to mark time!

Montenapoleone by where
MILAN LUXURY
Fashion. Jewels. Beauty. Design.

#12
FALL 2014
ENGLISH EDITION

MONTENAPOLEONE BY WHERE
MILAN LUXURY
http://montenapoleone.wheremilan.com

THE WHERE PROJECT IS ENDORSED BY
Milano Comune di Milano

published by:
WHERE ITALIA SRL
Via Ezio Biondi, 1 - 20154 Milano.
T: 02 349951 - Fax 02 33107015
info@wheremilan.com
www.wheremilan.com

PUBLISHER AND EDITOR-IN-CHIEF
Andrea Jarach (andrea.jarach@wheremilan.com)

EDITORIAL (PROEDI COMUNICAZIONE SRL)
MANAGING DIRECTOR PROEDI COMUNICAZIONE
Daniele Misrachi

REPORTERS Alisa Auns, Elena Binda, Umayya Theba, Stefania Vida

EDITORIAL COORDINATION Alessandra Finzi

DESIGNER Elisabetta Giudici

CONTRIBUTORS & CONSULTANTS Carey Bernitz, Adriano Caramenti (photographer), Floriana di Maio, Joy Lacanlale, Fabio Lancini, Tips Images (Iconography)

WEB EDITOR Anna Aiello

Although the publisher has made every effort to include copyright credits, in the event of there being any errors, oversights or omissions, we would like to apologize to the copyright holders in question whose names will be published in the next issue.

MARKETING & ADVERTISING Isa Faleschini, Marta Mailhac, Rachele Renna

ADMINISTRATION Katia Greto

PRODUCTION & CIRCULATION, SALES SUPPORT COORDINATOR
Paola Grilli

HOTEL PR SERVICES Maria Granata (maria.granata@wheremilan.com)

CUSTOMER SERVICES Cristina Garbini, Maria Grazia Rubino

REG. TRIB. MILANO No. 60, 3 FEBRUARY 2012
WHERE ITALIA SRL, ISCRITTO AL ROC No. 20182
DEL 14 SETTEMBRE 2010

DIRETTORE RESPONSABILE: ANDREA JARACH

PRINTED BY LAZZATI INDUSTRIA GRAFICA, CASORATE SEMPIONE (VARESE)

MORRIS VISITOR PUBLICATIONS
MVP EXECUTIVE
CHAIRMAN & CEO William S. Morris III
PRESIDENT William S. Morris IV
MANAGING DIRECTOR EUROPE Chris Manning

Where® Magazine makes every effort to ensure the accuracy of the information it publishes, but cannot be held responsible for any consequences arising from errors or omissions.
All rights reserved. Reproduction in whole or in part is strictly prohibited.

WHERE supports

MONTENAPOLEONE
Associazione MonteNapoleone

MILANO LOVES YOU

EXPO MILANO 2015
1 MAY • 31 OCTOBER
FEEDING THE PLANET
ENERGY FOR LIFE

FAI Fondo Ambiente Italiano

Published in association with
MVP
Morris Visitor Publications

WHERE® magazine and the **WHERE®** logo are registered trademarks of Morris Visitor Publications.



YOUR FAVOURITE DESIGNER BRANDS AT 30-70% LESS

DESTINATION FASHION

McArthurGlen.it

TAX FREE SHOPPING

Daily shuttle bus service from Milan

Foro Bonaparte (MM1 Cairoli-MM2 Lanza, near Piazza Castello)

Serravalle Designer Outlet™

A McArthurGlen Property

Milanese most eagerly anticipated new openings...



Around Piazza Duomo, the heart of Milan

Great news for maison **Versace**, *which has just opened its new boutique in Galleria Vittorio Emanuele II. Overlooking the central octagon with three window displays, the new boutique, spread out over two floors, boasts a surface area of 250 sq.m. To celebrate this opening, the couture house has launched the "Versace Ornamental Collection", embellished by hot printing reminiscent of the design of friezes and capitals. Galleria Vittorio Emanuele II, www.versace.com.*

New arrival in the Montenapoleone area: **Tartufi & Friends** *trouffle lounge. A beautiful restaurant and luxury food shop… a triumph for all the senses at reasonable prices. Don't miss the cream (potato and truffle). Corso Venezia, 18. M1 San Babila, www.tartufiandfriends.it.*







Quadrilatero della Moda, the best luxury shopping district

Exclusive optician **Salmoiraghi & Viganò** *sports a new look in the piazza San Babila flagship store: a cult destination and a services centre of excellence, it offers 360 degree solutions in eyewear and eye care. Piazza San Babila, 3. www.salmoiraghievigano.it*

Sartorial brand **E. Marinella** *doubles its presence in Milan with a new sales point in via Manzoni: alongside ties, the brand's signature product, it also carries accessories ranging from small leather goods to luggage, fragrances, watches and eyewear, but also outerwear, shirts and knitwear. Its via Santa Maria alla Porta address will continue to be the brand's go-to sartorial atelier. Via Manzoni, 23. www.marinellanapoli.it.*



Corso Como, the most trendy pedestrian area in Milan

Avery Perfume Gallery *is an upscale, intimate, welcoming perfumery, where perfumistas will be overwhelmed by the emotions triggered by the fragrances and the visual images that they conjure up. You can test out an array of heady scents, allowing yourself to be guided towards the ideal perfume to transcend the realms of run-of-the-mill fragrances. Corso Como, 2. www.averyperfumegallery.com. Eyewear brand* **Glassing** *has opened its first flagship store in Milan where, in addition to sunglasses, you can also find a fab range of prescription frames. An added plus is having your eyes tested by the store's in-house optician. Piazza XXV Aprile, 7. www.glassing.it.*





The sweet side of the city

"Ciacco. Gelato senz'altro" *has just launched in via Spadari, Milan's island of taste. This new high-quality ice cream brand offers an innovative philosophy in ice cream making, using only natural fibres and proteins instead of classical thickeners, emulsifiers and jelling agents. Via Spadari 13, www.ciaccogelato.it.*

T'a Milano Store & Bistrot *is a one-of-a-kind venue, home to an upmarket cafeteria pasticceria, a gourmet restaurant and a flagship store. A perfect meld of taste and design to seduce the palates of even the most discerning foodies (Via Clerici, 1. www.tamilano.com). Making a second venture into the world of music and ice cream,* **Gelateria della Musica** *has recently opened a new sales point not far from Porta Venezia. 65 sq.m dedicated to music and premium quality artisanal gelato Via G. Abamonti , 2. www.lagelateriadellamusica.it.*



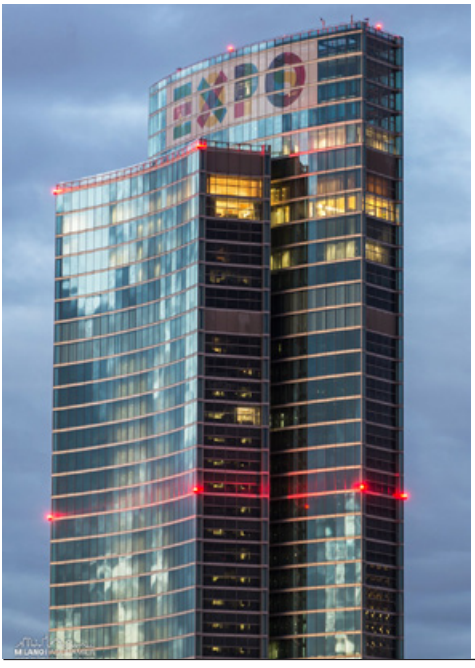
A temple for football fans at Portello district

Historic Milanese football club, A.C. Milan has new headquarters: **Casa Milan** *is designed not only to host the club's employees but also to welcome its fans and all those individuals who wish to gain deeper insight into its history and values. A space with a Museum and a Store that will be open to Milan, Italy and the world. Via A. Rossi, 8. http://casamilan.acmilan.com/it.*



Towards Expo 2015

There are a few months to go to the beginning of Expo 2015, the World Fair that, from 1 May to 31 October next year, will make Milan the world capital of topics linked to nutrition.
"Feeding the planet. Energy for life." is, in fact, the theme chosen for the event which, according to tradition, will be enhanced by myriad initiatives.
The first half of 2014, the year prior to the event, has already seen a significant increase of Expo's visibility in the city.



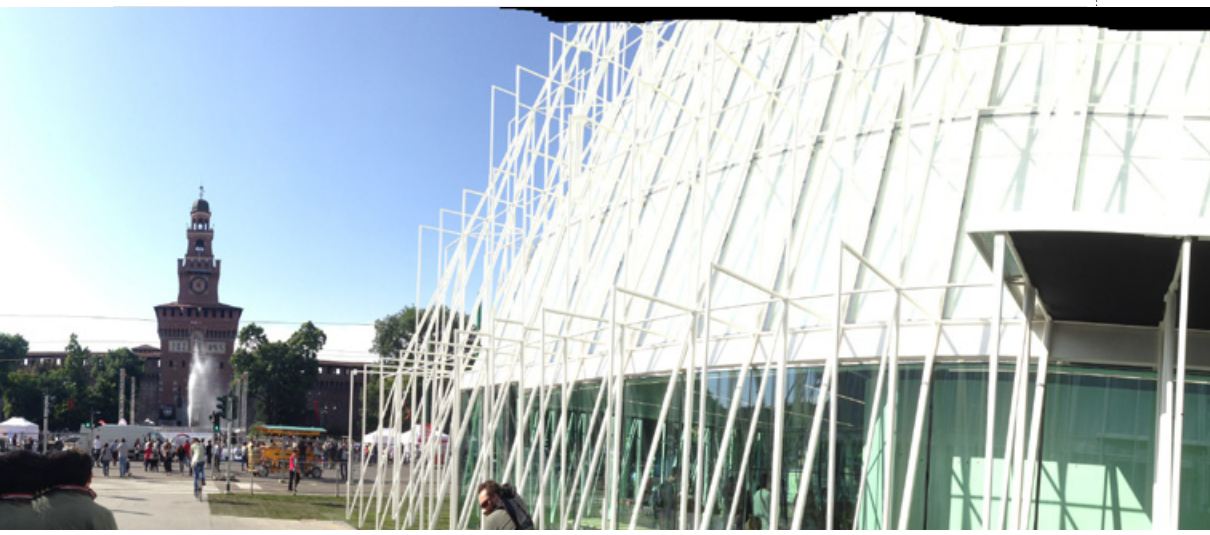
Expo Gate: the new gateway to Milan

The two booth-like pavilions of Expo Gate were recently opened in the heart of the city. Designed as an info point and a place to share and exchange ideas on topics related to Expo 2015, for 18 months they will serve as a **stage for multimedia interdisciplinary events** connected to the World of Expo.
Expo Gate is located in **via Beltrami**, in a highly central position between the **Castello Sforzesco** – the site of the Universal Exposition of 1906 in Milan – and via Dante, the street along which the flags of countries participating at **Expo Milano 2015** are displayed.

Its location symbolizes its role as a gateway between Milan and the Expo, in the same way as Milan has always been considered a bridge between Italy and the rest of the world.
Open daily from 10am to 8pm, besides serving as an **info and ticket point** where visitors can obtain information about the event, purchase merchandise and buy tickets in advance, Expo Gate is also a true breeding ground of ideas.

The structure

Expo Gate is a **double modular transparent building** boasting a framework that is not only light in terms of shape but also in terms of environmental impact.
Designed by Alessandro Scandurra, the structure's two pavilions is arranged around a central square supported by two large reticular, aerial frameworks.
The flexibility and transparency of the structure serve as an example, paving the way for new, **more direct communication systems** and exhibition sites. In fact, two large ribbed vaultscreen-like structures will act as a support for the ongoing transmission of information in real time.



Must-see exhibitions



MARC CHAGALL AT PALAZZO REALE
(UNTIL 1 FEBRUARY 2015)



GIOVANNI SEGANTINI AT PALAZZO REALE
(UNTIL 18 JANUARY 2015)



VINCENT VAN GOGH AT PALAZZO REALE
(FROM 18 OCTOBER UNTIL 3 MARCH 2015)

Milan, City of Art

From April 2014 and for the whole of 2015, Milan reconfirms its status as a cultural hub and a city of art, in an ongoing collaboration with the museums of Europe Over few months, the city is set to host a lineup of **3 important artistic programs** showcasing more than **20 must-see exhibitions** designed to highlight the legacy of Italian and European works of art. Designated exhibition spaces include Palazzo Reale, Castello Sforzesco, Museo del Novecento, GAM-Galleria d'Arte Moderna, Palazzo della Ragione, Palazzo Morando-Costume Moda Immagine, Palazzo Moriggia-Museo del Risorgimento, Museo di Storia Naturale and Acquario Civico.

▶ The first date, **"La Primavera di Milano"** (from April to August 2014), has featured the exhibitions of artists who have put Milan on the international art map including the likes of Manzoni, Luini, Munari and architect Beltrami.

▶ The second cycle, dedicated to European identity, promoted to mark the Italian semester of the Presidency of the EU, is entitled **"Milano cuore d'Europa"** (September 2014-April 2015) with a display of artworks by foreign masters as Chagall, Segantini, van Gogh, Fontana, Klein and Giacometti.

▶ Lastly, during the six months of the World Fair (May-October 2015), cultural offerings will centre around **"Expo in città 2015"** with exhibitions dedicated to Lombardy art from the era of the Visconti to that of the Sforza (from February 2015) at GAM, to Leonardo da Vinci (from April 2015 at Palazzo Reale) right up to Giotto (July 2015) and Michelangelo at the Castello Sforzesco (from September 2015).

Discovering Milano



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.galleriedeitalia.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.

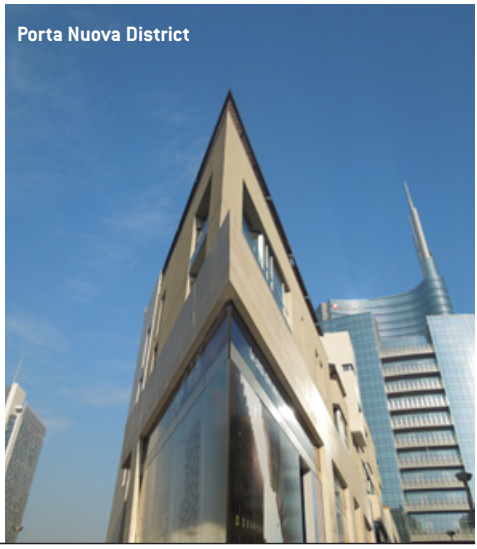
www.triennale.org. Viale Alemagna, 6. M1-M2 Cadorna FN

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


Porta Nuova District

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-M5 Garibaldi FS, 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-M5 Garibaldi FS, M2 Gioia

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.

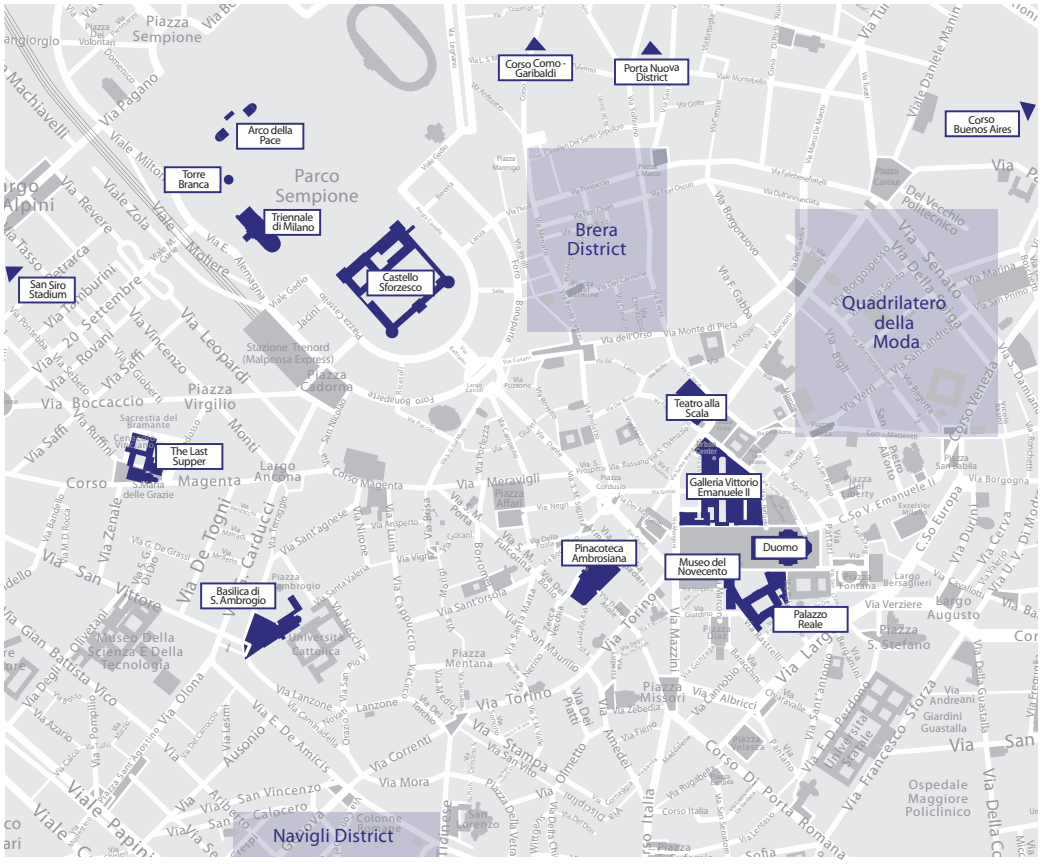
M2 Porta Genova FS, M2 Sant'Agostino

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





ph. alessandrobencini.com

Via Madonnina, 11 - 20121 Milano
Tel. +39 02 86461080
www.angelacaputi.com

MONTENAPOLEONE

Associazione MonteNapoleone

LA Vendemmia®



WORLD'S FINEST WINE TASTING EXPERIENCE

9/10/11/12 OCTOBER 2014, MILAN

Over seventy Global Luxury Brands of Via MonteNapoleone, Verri and Sant'Andrea, will host top sommeliers and seventy most prestigious Italian and international wineries.

By invitation only.
Discover the special "La Vendemmia" Hotel packages through our Partners
(the stay at one of the five star Luxury Hotels will guarantee VIP Pass for the Events):

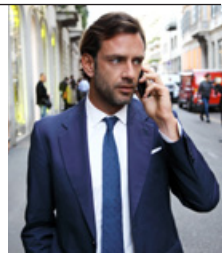
Armani Hotel Milano
Bulgari Hotels and Resorts Milano
Four Seasons Hotel Milano

Grand Hotel et de Milan
Hotel Principe di Savoia Milano
The Westin Palace Milan

Discover more at lavendemmia.org

Associazione MonteNapoleone - Via Verri, 10 - 20121 Milan - Italy
concierge@associazionemontenapoleone.it - associazionemontenapoleone.it





Guglielmo Miani
President of the Associazione MonteNapoleone

Authentic Experiences in the *Quadrilatero*

The Associazione MonteNapoleone, currently boasting the membership of 80 brands whose boutiques are located on Via MonteNapoleone, via Sant'Andrea and via Verri, will once again be celebrating the eagerly awaited La Vendemmia event.

Now in its fifth consecutive year, especially in anticipation of Expo 2015, this exclusive, 'by invitation only' razzmatazz represents one of the most important dates for the City of Milan. In fact, thanks to the strong synergy between the Global Luxury Brands of Via MonteNapoleone, via Verri and via Sant'Andrea and the best Italian and international wine producers, La Vendemmia aims at promoting and celebrating excellence.

On 9 October, VIP guests, holding invitations to La Vendemmia, will be invited to taste the best wines of the world at participating boutiques. To mark the event, the boutiques, hosting famous Italian and international wineries and sommeliers, will stay open from 7.30pm to 10.30pm .

From 6 to 12 October, the Association has organized a series of exclusive events giving guests the opportunity to take part in unique experiences at the most prestigious locations in Milan. On Friday 10 October, in partnership with the Comitato Grandi Cru d'Italia, a wine tasting will be held at PAC. Conversely, on Thursday 9 October, starting at 5.30pm, Palazzo Clerici will host a charity auction of fine wines, organized by the Association in conjunction with Christie's in support of Dynamo Camp. Additionally, from 6 to 12 October, a series of gastronomic activities will be held at 5-star luxury hotels and renowned restaurants in downtown Milan.

The off-site events which, during past editions, have always made La Vendemmia a unique, memorable experience have been reconfirmed and will include visits to wineries and shopping experiences at participating boutiques.

The fifth annual La Vendemmia event will be packed with a slew of exciting happenings. For more information visit: www.lavendemmia.org






These boots are made for walking…

And that's just what they'll do. One of these days, these boots are gonna definitely be owned by you!



◀**SERGIO ROSSI**
A new interpretation of the 'Lady Jane' design, this striking goat suede bootie in fantasy bi-colour has a 10.5cm stiletto heel, leather sole and almond toe.



UMAYYA **THEBA**

It's that time of the year when you have to lock up dainty sandals, and to prevent your toes from turning into ice blocks, update your boots collection for all-day comfort during the chilly months. That said, the gradual transition shouldn't cramp your style because we've selected the best open-toe ankle booties, knee-high and thigh-high boots to help you race around town, run between business meetings and even pitch up at dinner dates looking fabulous in the latest flats and heels.

VIA MONTENAPOLEONE

The soft outer leather of open-toe booties act as canvas for **Burberry**'s hand-painted motifs inspired by the Bloomsbury Group's British writers and artists in Charleston. Titled 'Prorsum', each lace-up item walks cheerful floral paint-brush strokes and ethnic African patterns into the fall, while luxurious black velvet, rich patent and textured leather steer clear of multi-colours. On wet days, step into blue, green or black rain boots marked by their famous check.

The signature **Bottega Veneta** 'intrecciato' is woven by hand into several sophisticated models of flat and heeled boots. For a timeless look, consider the 'Biker' in tan leather which features elegant, masculine details. These boots reach mid-way up the leg with a rough effect and a glossy sheen on the toe and heel, while a chunky stacked wooden heel promises all-day comfort and durability.

From the **Sergio Rossi** range of exquisite footwear comes black boots in every conceivable shape – some inspired by the Wild Wild West. Strong, decisive gals will appreciate the dark, sultry appeal of the 'Texas' with its 12cm straight heel, leather stirrups and metal studs, or the 'Biker Rockstar' edition with hooks on the laces, a bottom lug and round toe. Need something formal? Try on the curvaceous 'Blink' with metal inserts or the bi-colour 'Lady Jane'.



▲**BURBERRY**
Classic brogue detail adds English charm to this shiny ankle boot. Crafted from 100% buffalo leather, it boasts a stacked 10cm heel, 1.5 cm platform, laces and zipper closure.



▲**BOTTEGA VENETA**
The 'Edward' knee-high boot in calfskin and canvas, is a stark contrast yet complementary union of creamy vanilla and chocolate with hand-engraved buckles.

◀**OPENING PAGE**
From left to right, a selection of several of the stunning outfits for the fall-winter 2014/2015 season borrowed from haute couture catwalks, offset by boots featuring sophisticated grey nuances for Ralph Lauren, python for Hermès, total black for YSL and uber-chic scarlet for Valentino.

There are boots galore at **Gucci** with everything from rubber rain boots marked with inter-locking G logos and leopard-print knee-highs to suede open-toe booties. Elongate your shapely pins with 4-inch heel ankle boots studded with gold metal, or stay warm with the 'Courteney' high boot which has furry shearling trim at the top to balance the 11.5cm wedge and 3cm platform.

There's nothing understated about the **Giuseppe Zanotti** range of booties. This former radio jock exercises natural flair when sketching each piece, and the result is unfaltering eccentricity. Catch the light as you step into an embellished kaleidoscopic design; let flame cut-outs circle your ankles, or look pretty in pink suede boots with turnovers. Silver is the must-have hue of the season, so don't shy away from the metallic nappa model with pleated detail.

VIA SANT'ANDREA

It's easy to migrate between seasons in style with **Jimmy Choo**'s range of sexy booties. The 'Mendez' in tourmaline suede – best worn with short dresses and opaque stockings – creates an illusion of longer legs thanks to the flattering low frontal cut. A similar model – the 'Rooney' – is dyed electric blue or spotted in animalier while hints of flesh are exposed with the sexy 'Luther' and 'Livid'. If you're stretched like a runway model, relish in the thigh-high 'Turner' boot. It's a streamlined, simple yet racy addition with its solid black exterior and 9cm heel.

This fall, **Stuart Weitzman** marries practicality with trendy touches. The collection spans buckled flats like the 'Jitterbug', a wedged 'Behappy' and thick-heeled 'Hijack'. Their 'Softsock', available in white and pebble beige, is the epitome of comfort with its nappa make-up and Venetian straw shaft while the 'Hitimes' ankle bootie, constructed of authentic calf hair, gives a 10cm lift. Blessed



GUCCI ▲

A line of chic, bon ton patent boots is Gucci's new order for Fall 2014. A perfect example are these beige beauties, designed to be worn on all occasions.



◀ JIMMY CHOO

The 'Luther' cut-out bootie evokes a sensual seductive feel with English floral print. The fully covered body meets a patent leather ankle and 11cm heel.



▲ GIUSEPPE ZANOTTI

Let your feet steal the limelight with this crystal embellished bootie in black suede. It has laminate-effect rainbow fabric inserts, an inner zip closure and 11,5cm heel.

with height? Try on their international bestseller, the '5050'. Crafted from half micro stretch and half nappa or suede, this sleek knee-high boot fits like a glove.

Via Santo Spirito

Possessed by an inner cowgirl? **Gianvito Rossi** lets you flaunt charisma with well-heeled boots inspired by the heroines of old Western legends. Click the heels of the 'Bonnie' peep-toe; a sassy lace-up design with curvy black contrasting trim against nude leather, or earn admiring glances with 'Annie'.
Western flair creeps into this model available as an angular cut bootie or thigh-high boot.

Simply smitten with **Christian Louboutin**? This French designer sure treats footwear design as an art form. The theatrical 'Viennana' for example, is inspired by cabaret with its chic narrow straps across the foot. Made from smooth black kidskin, it promises to liven up your wardrobe with a touch of drama coupled with a 10cm heel. Do you already own the 'Kate' pump? Wear her cozy sister; the 'So Kate' bootie in python or black suede which features the same sexy pointed toe and thin stiletto.



◀GIANVITO ROSSI
The cowgirls of long ago who fuel legends and mercilessly seduce admirers with a click of their well-heeled boots, inspire Gianvito Rossi's fall-winter 2014/2015 collection.



CHRISTIAN LOUBOUTIN▶
An edgy, daring style is the hallmark of Christian Louboutin new leather model for "it" girls intent on looking stylish even during the coldest winter months!

FOUR ACES BY BALLIN

Amazement and enthusiasm are the emotions aroused by the four aces proposed by Ballin for the fall-winter 2014/2015 season.

Two opposing, yet strong decisive personalities, are the star players par excellence of the four lines for the cold season. The first, edgy and sensual, highlights a seductive femininity, while the second conjures up the diktats of men's fashion for a cosmopolitan, sophisticated and fashion-forward woman.

The 'Eva' line brings to mind the ancestral origin of seduction elegantly evoked by an original, recognizable detail. Conversely, a rock spirit mixed with severe total black animates the 'Piercing' line, which draws inspiration from a luminous metal application. On the other hand, the 'Rando' line draws inspiration from the mountain and hiking boots which Ballin has revamped by adapting them to its refined, feminine style.

Last, but no less surprising, the 'Chelsea" line carefully explores the male wardrobe with a typically feminine eye to create the new, never-seen-before Chelsea boot signed by Ballin.
Via Santo Spirito, 5
www.ballin-shoes.it







ELENA **BINDA**

Unique in Milan

If you need more exclusive reasons to extend your stay… enjoy the perfect Milanese style between historic locations and unmissable addresses

All globetrotters know that to truly appreciate a city, you have to indulge in the rarities which it offers to the world. And to guarantee a memorable visit to the fashion capital - without regrets - we suggest that you strive to do, see, eat and shop where quality, style and tradition have stood the test of time.

PASSION SHOPPING

In business since 1904, **Gallia e Peter** is the oldest milliner's shop in Milan. Located in the Brera district, its age-old tradition has been handed down from mother to daughter: Laura Marelli, who runs it today, represents the fourth generation of women engaged in creating hats for women. The milliner works with each customer to design the creation of her dreams including bespoke veils, short veils, hats, hair bands and fascinators for brides and ceremonial attire. Each and every piece of headgear is handcrafted, in full respect of a form of craftsmanship that is almost an art. Among others, the maison's longstanding customers include couturiers of the caliber of Armani, Versace, Moschino and Valentino. www.galliaepeter.it



GALLIA E PETER ▲

Much more than just accessories! The headgear crafted entirely by hand at this marvellous Brera based milliner's are works of art to be worn at least once in your life. For women who enjoy making a statement!

Vanitas Gallery is a highly sought-after space for real trend-seekers in search of inspiration in the world of fashion&furniture. A global concept store featuring mobile settings, inter-leading spaces that are regularly updated in a magical sequence of unique pieces and original editions. A refined meld of antique and contemporary works by renowned European and American 20th century



W MILANO ▶

Milanese adoptee Sasha Stefanovic brings her entire universe to this unique concept store in via Washington. Offerings to be worn, to embellish your home or simply to be admired.

designers (Giò Ponti, Prouvè, Ruhlmann). The exclusive location annexed to the gallery is a real workshop of style dedicated to women's clothing and accessories including jewellery, fragrances and the latest Parisian trends in day and evening wear. www.vanitasgallery.it

The story of **Calzoleria Rivolta** is one of wholly Italian elegance. Headquartered at the Quadrilatero della Moda, this boutique offers its male clientele supreme quality handmade shoes, created using an innovative digital process: a digital scanner for the accurate sizing of the lasts. www.rivoltamilano.com

Located in front of Santa Maria delle Grazie, **Libreria degli Atellani** is a Milanese institution: it stocks an impressive range of classic novels – also available in English – together with travel books and elegant coffee table books. It also offers a well-stocked selection of books for children as well as a complete range of reviews and art books. The store also doubles as a news agency, offering a wide choice of Italian and international dailies and magazines, with a particular focus on fashion and interior design. However, its real draw, for lovers of the genre, is its section dedicated to period magazines: to be admired and collected. www.atellani.it

Hidden in a courtyard in via Washington, the **W Milano** concept store is one of the city's best-kept surprises for shoppers. Defined by brainchild and owner Sasha as "A space dedicated to the individual, the home and the planet", it boasts 200 square metres brimming over with plates and glasses, clothes and shoes, bags, vintage items, lamps, sofas, small armchairs, handcrafted pieces and objet d'art originating from far and wide. Also has a delectable garden with free Wi-Fi access. www.wmilano.it

A destination store for the lovers of ballet and opera, **La Scala Shop** is a fabulously equipped shop offering a wide choice of books, CDs, DVDs, gift items, merchandise, photos and posters. It has a corner dedicated to dance equipment and shoes by Freddy, the official sponsors of the La Scala Ballet corps. Purchases can also be made online. Open Mon-Sun 10.30am-7.30pm and on evenings after performances. www.lascalashop.it

FOOD & TASTE

For discerning gourmand palates from all over the world, **Peck** offers a selection of delicacies inspired by the best that the world has to offer: truffles, caviar, salmon, foie gras and anything else that your heart could desire. Added to this you will find a soughtafter selection of the very best meat, bronze die extruded Peck pasta, more than 3,000 wine labels, over 60 varieties of coffee and 130 mono-origin teas from all over the world, infusions and fragrant fruit-flavoured waters, the very best Italian jams and honeys, chocolates, panettone, shortbread as well as a cornucopia of world-class Italian pastries and cakes. www.peck.it

Try a "panzerotto" at **Luini**'s, a pocket of pizza crust stuffed with all sorts of ingredients, including the basic mozzarella cheese and tomatoes. A Milanese institution since 1940, just a stone's throw from the Duomo and la Rinascente. You will recognize it by the crowds queuing up on the pavement! Never fear, service is quick and efficient and the wait is well worth it. www.luini.it



CALZOLERIA RIVOLTA ▲
The store has an elegant display of classic Rivolta models, featuring high-quality Goodyear, Blake and Norwegian structural components and prime leathers of the highest grades. Specialty accessories are also available



LA SCALA SHOP ▲
Everything that you could expect to find in an international temple of music, ballet and opera: souvenirs and memorabilia, but above a great selection of books, CDs and DVDs.



Zaini, the historic Milanese chocolate factory, has celebrated in 2013 its 100th anniversary with the opening of a new space in Milan. A timeless location near Corso Como decked out with period furniture and a counter at which customers can savour authentic cakes, hot chocolate laced with violet flowers or rose buds, sweet treats and bread and chocolate. The ideal place to taste and buy some of the best chocolate in town.

The first shop where not only can you purchase but, above all, taste Panettone - the sweet symbol of Milanese tradition par excellence - year-round. **Vergani** is the gourmand boutique where you can find the classic, freshly-baked panettone (as well as its special versions) throughout the year. It's the first "zero km" panettone because it is delivered each morning to the shop while still warm from the Vergani bakery located at a distance of just some hundred metres. www.vergani.it

For the past forty years it has been the flower shop of the Milanese. Located in the heart of Brera, since its inception **Fioraio Bianchi Caffè** has been distinguished by the beauty and originality of its floral compositions. Enveloped by the inebriating scent of flowers and "furnished" with an impressive array of plants, the shop was a place that simply invited customers to stop by. Hence, the subsequent addition of a small restaurant and cafè. A truly one-of-a-kind venue that though boasting an atmosphere reminiscent of a Parisian bistrot nevertheless has an unmistakable Italian touch. The ideal spot for a light lunch or a relaxing aperitivo. www.fioraiobianchicaffe.it

Taking a tram ride at least once while visiting Milan is a not-to-be-missed experience while actually dining on one is a delicious distraction. **ATMosfera** 1 and 2 are two historic trams of the 'Milano 1928" type completely restored and transformed by the ATM workshops into real retrò restaurants. The tram-restaurants leave every evening from the heart of the city, just a few steps from Castello Sforzesco, taking visitors on a panoramic, culinary trip that enables them not only to "savour" Milan's top sights but also its tantalizing recipes. www.atm.it – www.zaniviaggi.it

FIORAIO BIANCHI CAFFÈ ▲

Flowers and lots more besides: a timeless venue located in the heart of the Brera district where you stop in at any time of the day either to browse or enjoy a light meal at its Parisian-style bistrot.

ATMOSFERA ▼

Tap into the unique experience of dining aboard a historic tram, while taking in the sights of the city! A delightful, innovative retro approach to dining...



MIKI HOUSE











In the heart of the fashionable city, near the famous brands, the Japanese leader in children's wear, MIKI HOUSE always aims to offer the best products and remarquable services to its customers. In the little boutique in Milano, both parents ad children will find exclusive ready-to-wear items.

The little visitors and the grown-ups can choose from a wide selection of tops, bottom and shoes to create their own clothing style. Served in-store and on-demand, outfits are delivered promptly. MIKI HOUSE also offers cute little accessories complementing the displayed outfits, including scarves, gloves, bags, umbrellas and hats. The entire collection fulfils the most important aspects of being comfortable, colourful and looking adorable.

With a large foreign clientele, MIKI HOUSE France understands the importance of impeccable service and with that in mind it has recently introduced the delivery of over the phone and online purchases, and they can be organized anywhere in the world free of charge, bringing luxury service to your doorstep.

Address
Via Montenapoleone, 8 - 20121 Milano
(Entrance from via San' Andrea)

To buy over the phone and email
Tel: +39 (0)2 760 11 448
@: contact@mikihous.fr



Bring on the bling

"Diamonds are a girl's best friend" a phrase and song made famous by Marilyn Monroe, one of the best-loved blondes of the silver screen. But not only! Since time immemorial, jewels have been coveted by women of all ages. What better place to look for high-class Made in Italy jewelry than the heart of Milan?



STEFANIA **VIDA**

◀ DAMIANI
Beautiful American actress Gwyneth Paltrow was seen sporting a stunning set of diamond teardrop earrings from Damiani on the red carpet at the 77th Academy Awards.

An icon par excellence of high-class jewelry, diamonds are top of every woman's wish list. In Milan, when broaching the subject of diamonds one instantly thinks of **Damiani**. Founded in 1924, Damiani in one of the most renowned family-run businesses boasting a stunning flagship store in via Montenapoleone, on the corner of via Sant'Andrea. This luxury jeweler offers collections of exquisitely handcrafted pieces symbolizing the timeless appeal of unmistakable Italian style. An example? The new luxury "Damianissima" collection, presented this year to celebrate the brand's 90th anniversary. www.damiani.com

Since 1947, **Chantecler** has been a serious player in the world of Italian jewelry. Founded in Capri, its jewelry expresses the passion and elegance of this luxurious island, a sought after destination of the international jet from heirs of dynasties and monarchies to classic icons like Jacqueline Kennedy, Ingrid Bergman and Grace Kelly. At number 5 via Santo Spirito 5 you can find the entire, brightly coloured universe of its famous, iconic "Campanelle" (bells),precious tinkly good luck charms for more than sixty years! www.chantecler.it

If you're looking for something truly special, a combination of the art of Italian goldsmithery and the most innovative design, make sure to head to the **Vhernier** boutique located at number 14 via Santo Spirito. A sleek selection of beautiful, handmade jewelry. Featuring natural, intuitive shapes and styles, each piece is a source of sheer inspiration: a stone, a leaf, a shell, the settings and nuances of the stones become an integral part of the underlying philosophy of each creation. www.vhernier.it

Located in via Verri (corner of Via Montenapoleone 9), historic multibrand **Pisa Orologeria** recently presented its brand new jewelry line: Lancette, a tribute to time that synthesizes its essence. The collection of pendants, rings, bracelets and earrings in gold and diamonds elegantly expresses that passion for timepieces that has distinguished Pisa Orologeria since its inception. www.pisaorologeria.com

Located in the highly central via Montenapoleone at number 1, **Gioielleria Pederzani** is a one-of-a-kind location in Milan that, for years, has specialized in research on precious stones, diamonds, rubies, sapphires and emeralds, as well as pearls sourced from several of the world's most exotic oceans. The result are exclusive creations, distinguished by the working of platinum threads, a technique still adopted today at the store's in-house workshop, delicate settings that highlight the beauty of the stones and the creation of necklaces that are so soft that they almost resemble the texture of scarves www.gioielleriapederzani.com



▲ CHANTECLER
Chantecler's iconic, brightly-coloured lucky bell-shaped charms are shown here in the version featuring pink gold with amethyst, phosphorite, pink sapphires and diamonds; in white, burnished gold, diamonds and pave-set blue sapphires and in pink gold with diamonds and amethyst.



▲ PISA OROLOGERIA
"Maia", one of the maison's precious Lancette di Pisa Orologeria charms in pink gold and diamonds.



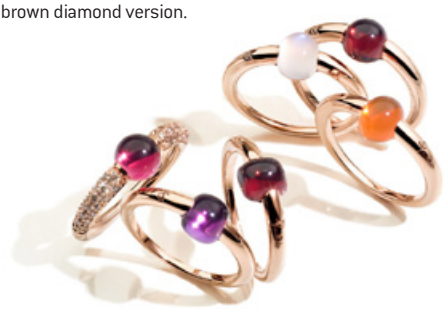
◀ **BULGARI**
For a touch of movie-star glamour, check out this white gold necklace with jadeite inserts from the "Serpenti" line.

Always in via Montenapoleone, but this time at number 2, the elegance of **Bulgari**'s window displays are not likely to go unnoticed. Elegance that stems from a combination of precious, innovative materials with exclusive models, for an original, glamorous style, that reference the past while achieving a modern edge. Unmistakable creativity that transcends both fashions and time. it.bulgari.com

On the other hand, customers entering **Faraone**'s atelier/showroom located at number 9 are welcomed by an unusual and contemporary concept of haute joaillerie. A triumph of perfect Italian style, that has made its mark on the international scene. Faraone offers two exclusive, entirely handmade lines – the prêt-à-porter "I Composable" line and its highly sought-after "One of a Kind" haute couture collection. www.faraonegioielli.com

Lastly, in the heart of Milan, at 17 via San Pietro all'Orto, **Pomellato** is a Milanese reference point for high-class jewelry. Timeless collections boasting an unmistakable style. Women the world over are bewitched by the splendid versions of its famous "Nudo" ring or its brand new line of "M'ama non M'ama" pieces. Brightly coloured and as inviting as candy, it is almost impossible to resist their allure... try wearing at least two pieces a time! www.pomellato.com

▼ **POMELLATO**
"M'ama non M'ama" collection in pink gold and precious stones, also featured here in the brown diamond version.



HIGH FASHION COSTUME JEWELRY

If you wish to indulge and gift yourself with brightly coloured accessories that can be varied depending on your outfit or the time of the day then high fashion costume jewellery is what you're looking for!



Resin is the material chosen by Florentine artist Angela Caputi whose creations (see photo) can be found in the picturesque Brera district at her eponymous **Angela Caputi Giuggiù** boutique located at number 11 via Madonnina. www.angelacaputi.com
The new **Rossoprezioso** flagship store in via Fiori Chiari 16 wows cognoscenti with its stunning pieces. An elegant treasure trove where colour and stylistic research represent the epitome of fashionable costume jewelry by skillfully interpreting trends of the moment. www.rossoprezioso.com Artisanship and Made in Italy are the hallmark features of **Daniela De Marchi-DDM**, a "style" that can be adapted to best suit the personality of the women choosing to wear it. In fact, all of her pieces are customizable both in terms of materials (silver, brass and bronze) and colours, to make your jewel even more special! Via dei Piatti 9 and via Pontaccio 2, www.danielademarchi.it



Enjoy Tax Free shopping wherever you see the Premier Tax Free logo

For Tax Free shopping in Europe, choose stores that offer Premier Tax Free services and receive up to 19% tax refund. As the most professional and reliable tax refund services provider, Premier Tax Free is dedicated to getting the most out of your shopping in the fastest manner.

PREMIER tax free

www.premiertaxfree.com

Follow the Premier Tax Free Blog and download our APP to discover the best shopping suggestions in Europe.

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

LARUSMIANI
Fall/Winter 2014-2015 collection
Via Montenapoleone, 7
T: 02 76006957
www.larusmiani.it



RALPH LAUREN
Fall/Winter 2014-2015 outfit
Via Montenapoleone, 4
T: 02 7788721
www.ralphlauren.com



BOTTEGA VENETA
New army Intrecciato VN briefcase
Via Montenapoleone, 5
T: 02 76024495
www.bottegaveneta.com



MIKI HOUSE
Fall/Winter 2014-2015 collection
Via Montenapoleone, 8
(entrance from via Sant'Andrea)
T: 02 76011448
www.mikihouse.co.jp



PEDERZANI
South-sea pearl and diamond necklaces
Via Montenapoleone, 1
T: 02 76001728
www.gioielleriapederzani.com



VALENTINO
Heeled ankle boot
Via Montenapoleone, 20
T: 02 76006182
www.valentino.com



SERGIO ROSSI
Saddle boot
Via Montenapoleone, 27
T: 02 76006140
www.sergiorossi.com



GIADA
Leather green bag
Via Montenapoleone, 15
T: 02 91798888
www.giada.com



GUCCI
Fall/Winter 2014-2015 outfit
Via Montenapoleone, 5/7
T: 02 77127
www.gucci.com

Italian High Fashion *Top Brands*



Aspesi

Alberta Ferretti Philosophy 1
Via Montanapoleone, 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 Sant'Andrea, 15. T: 02 778781.*
• *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



Brunello Cucinelli

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

Giorgio Armani 11
• *Via Montenapoleone, 2. T: 02 76003234.*
• *One stop shop for Armani Lifestyle, from food to home accessories. Via A. Manzoni.*
www.giorgioarmani.com

Gucci 12
• *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



Etro



Missoni



Roberto Cavalli

Krizia 13
Via della Spiga, 23. T: 02 76008429.
www.krizia.it

Loro Piana 14
Via Montenapoleone, 27/c. T: 02 7772901.
www.loropiana.com

E. Marinella 15
Via Santa Maria alla Porta, 5. T: 02 86467036.
www.marinellanapoli.it

Missoni 16
Via Sant'Andrea corner of via Bagutta.
T: 02 76003555.
www.missoni.it

Moschino 17
• *Via Sant'Andrea, 12. T: 02 76000832.*
• *Via della Spiga, 30. T: 02 76004320.*
www.moschino.it

Prada 18
• *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 19
Via Montenapoleone, 6.
T: 02 76020900.
www.robertocavalli.com

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



Prada

Tod's



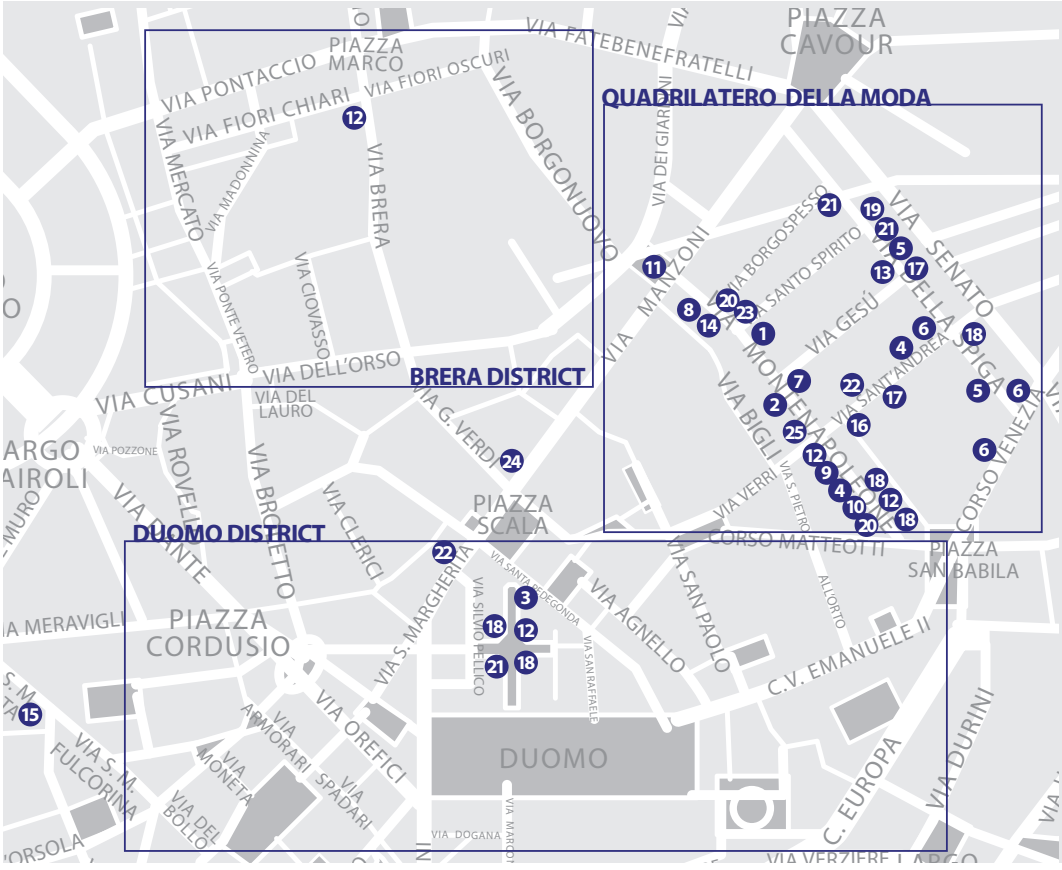
Tod's 21
• *Via della Spiga, 22. T: 02 76002423.*
• *Galleria Vittorio Emanuele II. T: 02 877997.*
www.tods.com

Trussardi 22
• *Concept Store: Piazza della Scala, 5. T: 02 8068821.* • *Accessories: Via Sant'Andrea, 5. T: 02 781878.*
www.trussardi.it

Valentino 23
Via Montenapoleone, 20. T: 02 76006182.
www.valentino.com

Valextra 24
Via Manzoni, 3. T: 02 99786060
www.valextra.it

Versace 25
Via Montenapoleone, 11.
T: 02 76008528.
www.versace.com



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



Jewels and Watches
Top Brands


Cartier

Audemars Piguet 1
Open daily 10am-7pm.
Via Montenapoleone, 6.
T: 02 76003115.
www.audemarspiguet.com

Breguet 2
Open daily 10am-7pm.
Via Montenapoleone, 19.
T: 02 76007756.
www.breguet.com

Buccellati 3
Open Mon-Sat 10am-7pm.
Via Montenapoleone, 23.
T: 02 76002153.
www.buccellati.com

Bulgari 4
Open Mon-Sat 10am-7pm.
Via Montenapoleone, 2.
T: 02 777001.
www.bulgari.com

Cartier 5
Open Mon-Sat 10am-7pm.
Via Montenapoleone, 16/A
corner of Via Gesù.
T: 02 3030421.
www.cartier.it

Damiani 6
Open Mon-Sat 10am-7pm.
Via Montenapoleone, 10.
T: 02 76028088.
www.damiani.it

Faraone 7
Open Mon-Fri 10am-7pm.
Via Montenapoleone, 9.
T: 02 76319153.
www.faraonegioielli.it

Gioielleria Pennisi 8
Open Mon 3.30pm-7pm; Tues-Sat 9.30am-12.45am/3.30pm-7pm.
Via Manzoni, 29.
T: 02 862232.
www.gioielleriapennisi.it


Damiani


Audemars Piguet



Jaeger-LeCoultre

Gobbi 1842 9
Open Tues-Sat 10am-7pm.
Corso Vittorio Emanuele II, 15.
T: 02 76020536.

Jaeger-LeCoultre Boutique 10
Open Mon 3pm-7pm; Tues-Sat 10am-7pm.
Via Montenapoleone, 1.
T: 02 76281376.
www.jaeger-lecoultre.com

Luigi Verga 11
Open Tues-Sat 10am-1.30pm/3pm-7pm.
• **Orologeria Luigi Verga**:
Via G. Mazzini corner of via Dogana, 3.
T: 02 8056521.
• **Luigi Verga Orologi**:
Corso Vercelli, 7.
T: 02 43995176.
www.luigiverga.it

Officine Panerai 12
Open daily 10am-7pm.
Via Montenapoleone, 1.
T: 02 76281320.
ww.panerai.com

Omega 13
Open daily 10am-7pm.
Via Montenapoleone, 25.
T: 02 76000984.
www.omegawatches.com

Pisa Orologeria and Patek Philippe Boutique 14
Open Mon 3pm-7pm; Tues-Sat 10am-7pm.
Via P. Verri corner of via Montenapoleone, 9.
T: 02 762081.
www.pisaorologeria.com

Pisa Orologeria-Rolex Boutique 15
Open Mon-Sat 10am-7pm.
Via Montenapoleone, 24.
T: 02 76317726.
www.pisaorologeria.com

Pomellato 16
Open Mon 3pm-7pm; Tues-Sat 10am-7pm.
Via San Pietro all'Orto, 17.
T: 02 76006086.
www.pomellato.it

Rocca 1794 17
Open Mon-Sun 10am-7pm.
Piazza Duomo, 25.
T: 02 8057447.
www.rocca1794.com

Ronchi 18
Open Tues-Sat 9.30am-1pm/3pm-7pm.
Via Gonzaga, 5.
T: 02 877449.
www.ronchigioielli.com



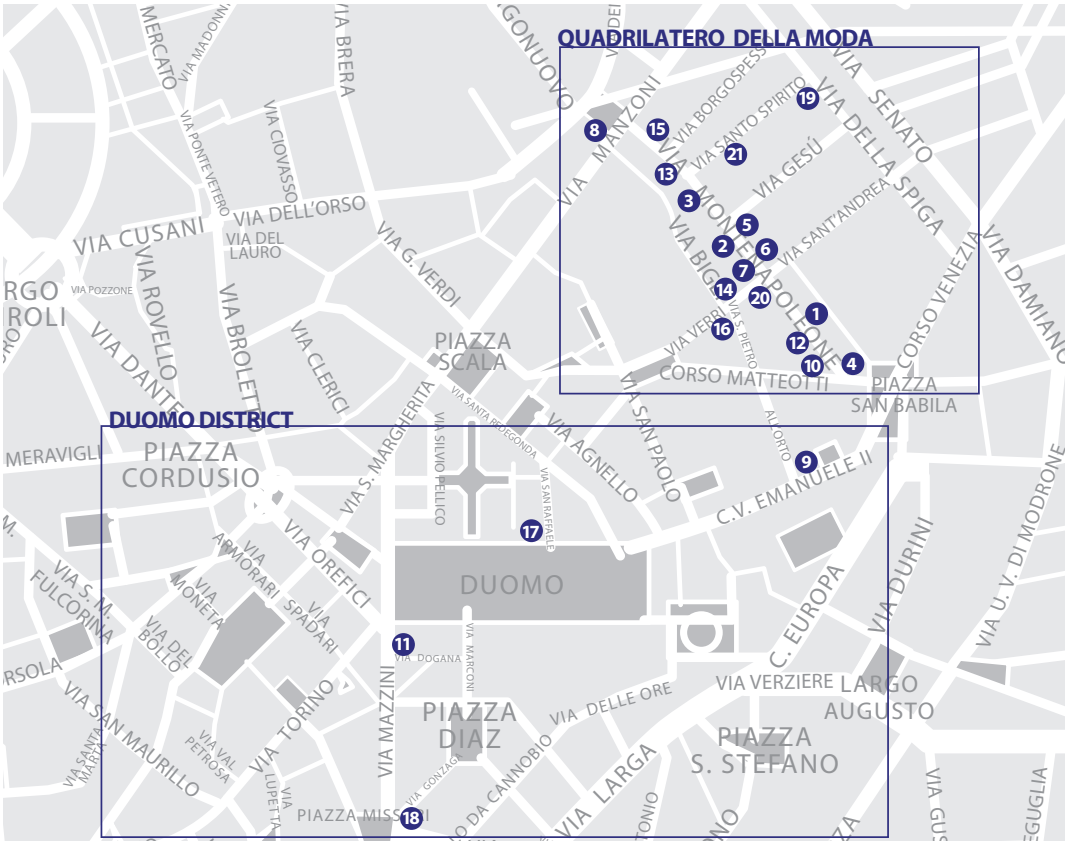
Van Cleef & Arpels

Tiffany & Co. 19
Open Mon-Sat 10am-7pm.
Via della Spiga, 19/a.
T: 02 76022321.
www.tiffany.com

Van Cleef & Arpels 20
Open Tues-Sat 10am-7pm, Mon 3pm-7pm.
Via P. Verri, 10.
T: 02 7767951.
www.vancleef-arpels.com

Vhernier 21
Open Mon-Sat 10am-7pm.
Via Santo Spirito, 14.
T: 02 77331560.
www.vhernier.com







I MIGLIORI GIOIELLI ED OROLOGI DAL 1794

BARI - CATANIA - LECCE - LUGANO - MANTOVA - MILANO - PADOVA - PESCARA - SHANGHAI - TAORMINA - TORINO - VENEZIA

www.rocca1794.com

Ogni boutique propone le griffe nel rispetto delle concessioni concordate.

Follow #Rocca1794 on

FOR HER

Diarise a DAY-TIME date



Philosophy by Alberta Ferretti

*Basic tones accent this **short wool blend bouclé coat** with side zip. Whether your adventures are city-chic or country-casual this covetable companion will not let you down!*
Via Montenapoleone, 18
www.albertaferretti.com



Bottega Veneta

*A minimalist design and clean-cut lines give this **New Light shopper** made from durable Drap Calf a contemporary twist. Showcasing the hand-woven, Intrecciato leaf motif at the base of each handle, miniscule tone on tone stitching and burnished metal details, this striking yet nonchalant tote has flexible leather handles, allowing the bag to be carried on or off the shoulder.*
Via Montenapoleone, 5
www.bottegaveneta.com



Rossoprezioso

*These elegant **Liz earrings** in handcrafted enameled plexiglass and crystals featuring a mother-of-pearl base and hypo-allergenic Brown Gold-plated metal finishes are one of this season's must-haves from Rossoprezioso, a household name in high fashion, Made in Italy costume jewellery.*
Via Fiori Chiari, 16
www.rossoprezioso.com



Kreisicouture

One of the few pleasures of winter… wearing a hat! For the forthcoming cold season, Kreisicouture brings you this charming piece of headgear in sheared Xiangao featuring a leather visor (Tino model).
Via Tortona, 14
www.kreisicouture.com





Gucci

For the forthcoming fall-winter season, this historic Tuscan maison proposes a ***leather ankle boot*** *featuring a stunning ankle strap with horsebit detail, a straight, square self-covered heel and a tone on tone insole… for real fashion addicts!*
Via Montenapoleone 5-7
www.gucci.com

Brunello Cucinelli

Few accessories evoke the essence of luxury quite like Bruno Cucinelli's timeless ***scarf*** *in the softest cashmere and silk – an essential accessory to ward off the chills of winter! Via della Spiga, 5*
www.brunellocucinelli.com

take a breather

PALAZZO REALE



For art lovers

Don't miss the opportunity to visit "Marc Chagall. Una retrospettiva 1908-1985" at Palazzo Reale (until 10.30 pm every Thurs, Fri and Sat): one of the largest retrospectives ever dedicated to Marc Chagall in Italy, featuring more than 220 works from 1908, when the artist painted his first oeuvre, "Le petit salon", right up to his monumental works in the eighties. Divided up into six sections, the exhibition traces his first years in Russia, his first French sojourn and his subsequent return to Russia, his exile, first in France and subsequently in America, and, finally, his return to the South of France, where he rediscovered his most relaxed pictorial and poetic language, comforted by the colours and atmosphere of the Midi. Until 1 February 2015.
www.mostrachagall.it

FOR HIM Diarise a DAY-TIME date



Brunello Cucinelli
A timeless classic, an ideal outer garment to offset any outfit and an accessory boasting a totally unique appeal. Cucinelli's ***Sharling Vintage Leather Jacket*** *is the ultimate in urban style!*
Via della Spiga, 5
www.brunellocucinelli.com



Salvatore Ferragamo
The classic style of the ***Oxford shoe*** *is here redefined by clean-cut lines and new proportions. Its customized side details mirror the elegance and sophistication of Ferragamo's unmistakable aesthetic.*
Via Montenapoleone, 20/4
www.ferragamo.com



The Bridge
Not just a ***work satchel*** *but a must-have accessory featuring an attractive, functional design to be carried with you wherever you go.*
Via Landolfo, corner of via Ponte Vetero
thebridge.it



Baldinini
Always in a rush? Look no further. Baldinini's comfortable, ***trendy sneakers*** *featuring a contemporary edge will take you from an informal business meeting to the golf course!*
Via Montenapoleone, 15
www.baldinini.it



Banana Republic
Useful and functional, scarves can be worn year-round. Banana Republic proposes the ***Brushstroke Scarf*** *in a preppy navy color, also available in the Dark charcoal version.*
Corso Vittorio Emanuele II, 24/28
www.bananarepublic-italia.it



Rolex
Watches are to men what bags are to women: absolutely essential! Rolex presents the ***new Cellini collection*** *(above, the Dual Time), a celebration of the classicism and eternal elegance of traditional timepieces.*
Via Montenapoleone, 24
www.pisaorologeria.com
www.rolex.com

take a breather

SAN SIRO STADIUM



Into the football legend
The first museum in Italy located inside a stadium marks the history of both Milanese football teams - A.C. Milan and F. C. Internazionale - through a unique collection of memorabilia: historical jerseys, cups and trophies, shoes and art objects which got into the worldwide football legend and into the fans' hearts. Visitors will also have the opportunity to enjoy the uniqueness of one of the most beautiful sports buildings in the world. A skilled staff will lead groups (on request) in the fascinating places showing the stands, the honour gallery, the interview area and the changing rooms.
www.sansiro.net

EVENING starlet, shine!



Dolce&Gabbana
Dolce&Gabbana's draws inspiration from Sicilian Baroque for their ***new F-W 2014/2015 collection*** *featuring models wearing keys, roses, pearls and coloured stones: an elegant, medieval temptress!*
Via della Spiga, 26
www.dolcegabbana.it



Emilio Pucci
This intricately-worked sexy, strappy, studded ***leather sandal*** *featuring a killer heel is an uber-chic yet unusual choice for the colder months. Wear it with stockings if you fear the cold or brave the elements and go without… the choice is up to you!*
Via Montenapoleone, 27/E
www.emiliopucci.com



Damiani
This gorgeous pair of ***Juliette earrings*** *in white gold and diamonds boast a timeless, old-world appeal. The special charm of Juliette stems from the perfect fusion of rose-cut diamonds with an unusual motif: light semi-circles that combine accents of the East with fin de siècle details, Art deco precision and the delicacy of Art Noveau, known in Italy as the "Liberty" style.*
Via Montenpoleone, 10
www.damiani.com



Salvatore Ferragamo

*Elegant and sophisticated, this **satin clutch** by Salvatore Ferragamo embellishes and highlights any outfit and is the ideal accessory for a glam evening out. Particularly noteworthy is its personalized closure featuring Palladium metal details and a chic satin lining.*
Via Montenapoelone, 3
www.ferragamo.com



Audemars Piguet

*A must-have accessory to make sure that you're always on time. This model from the **Jules Audemars Small Seconds collection** is the ultimate in sheer luxury. This sleek, elegant jewel watch is distinguished by an 18-carat pink gold case, a glareproofed sapphire crystal and caseback and a diamond-set bezel.*
Via Montenapoleone, 6
www.audemarspiguet.com



Hermès

*There is only one reason to wear perfume. And that reason is seduction! The name of this perfume, **24 Faubourg**, draws inspiration from the address of the maison's first shop in Paris located on rue Faubourg Saint Honoré. Its fragrance combines crisp hints of citrus with heady mineral notes of silex and aromas of spices and vegetables. An invitation on a journey that later goes on to reveal afternotes of wood softened by benzoin.*
Via Montenapoleone, 12
www.hermes.com

take a breather

ATMOSFERA

Dining on a vintage tram

Those visiting Milan will have noted the iconic trams trundling through the streets of the city. Among these, one in particular will not go unnoticed: ATMosfera. In fact, several cars of this vintage tram have been refurbished to host the most characteristic of all Milanese restaurants, taking discerning diners on a sightseeing tour of the city. As they cruise the streets, diners can enjoy a sought-after dinner featuring a blend of enticing flavours highlighted in the three menus on offer: Milanese (meat), fish and vegetarian (65 euro each). The tram-restaurant departs each evening at 8pm from piazza Castello, corner of via Beltrami, and returns to the tram stop after a 2-hour tour of several of the city's most romantic districts… a truly unmissable experience! Booking is essential. Call Zani Viaggi T: 02 867131 or visit www.zaniviaggi.it



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. Fostered by an amazing heritage of creativity, Manufacturer Jaeger-LeCoultre has carried on the great tradition of ultra-complicated watches, represented by extraordinary creations and legendary timepieces including the Reverso, the 101, the Geophysic, the Memovox, the Master Control, the Gyrotourbillon, or the Atmos wall clock.

The historic Swiss maison pays homage to the legendary Geophysic® timepiece (created in 1958, International Geophysical Year) by presenting three new exclusive limited edition watches in steel, pink gold and platinum. A combination of JLC's research, watchmaking expertise and cutting-edge technology, these timepieces are highlighted by their extreme reliability and durability. They come with an alligator strap and, despite the fact that the diameter of the case has been slightly up-sized (38.5mm vs 35mm), they nevertheless retain the aesthetic of the original model, with a clean easy-to-read dial, the ultimate in aesthetic purity.

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



Geophysic 1958 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.

This year's collection centres on the versatility of the fur vest as an item. In this picture a mink patchwork camouflage front is conceived to either fit snugly under the cashmere coat or to enrichen and embellish it when it is worn on top, or finally, to be worn as a unique, chic, garment on its own.

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

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



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.

Sought-after jeweller Damiani has created a truly enticing range: the "Battito d'ali" collection. A symbol of unsurpassable elegance, since time immemorial, thanks to its flawless grace, its harmonious, diverse and evocative shapes, the butterfly has been associated with a mysterious and pure idea of beauty.
Unique creations, where the butterfly's wing is skillfully reinterpreted to become a real icon of design, characterized by Damiani's hallmark play of full and empty spaces.
The line comprises rounded rings, earrings and pendants, either in white gold and white diamonds or embellished with oval-cut sapphires or rubies set with four claws. The version with diamonds, blue topazes and amethysts is also available in white gold; conversely, for the pink gold version, the pendants, earrings and rings are created using brown diamonds, amethysts and peridotite.

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



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



Battito d'Ali Collection

PETTINAROLI



Pettinaroli
A time-honored printing house
Piazza San Fedele, 2
(entrance from via T. Marino)
T: 02 86464642-1875
www.fpettinaroli.it
www.pettinarolimapsandprints.com
www.facebook.com/PettinaroliMilano

Founded in 1881 and now run by the fourth generation, this time-honored printing house located just behind the Duomo is considered one of the oldest venues in the city. Since its inception, it has been a reference point for style and elegance in writing paper, business cards, printed documents, desk items and photo albums in beautifully handcrafted leather according to Italian tradition. The basement floor houses a vast assortment of prints and antique maps. Collectors and stationery lovers from all over the world can find rare desk objects, exquisite stationery and old prints - dedicated in particular to botany and cartography - at this age-old establishment.

English and French spoken.
Store manager: Francesco Pettinaroli

GIÒSA MILANO



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

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

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.

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



Cellini Date

Cellini Time

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



Overseas Chronograph by Vacheron Constantin

Home to the *da Vinci Code*



© Veneranda Biblioteca Ambrosiana - Milano

For the first time in history, the **Codex Atlanticus** is available to the general public. With **1750 drawings** on **1119 pages**, it is the largest and most amazing collection of Leonardo's manuscripts. From 2010 until 2015 a series of twenty-four exhibitions, one every three month, will take place in Milan in two amazing locations: Santa Maria delle Grazie church, where Leonardo painted the Last Supper, and Pinacoteca Ambrosiana (a few yards from Milan cathedral) where are kept in the secure vault room the da Vinci's manuscripts.

Sacrestia del Bramante
by Santa Maria delle Grazie Church
Via Caradosso , 1
Open Tues-Sun 8.30am-7pm.
Closed on Mon.

Sala Federiciana
by the Pinacoteca Ambrosiana
Piazza Pio XI, 2
Open Tues-Sun 10am-6pm.
Closed on Mon.
M1 Cordusio
www.leonardo-ambrosiana.it

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%.



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, over 100 boutiques featuring prestigious designer labels at reduced prices (up to 70% off), 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.

Fidenza Village Chic Outlet Shopping

FidenzaVillage.com

A1 Motorway Fidenza/Salsomaggiore Terme T. exit. Daily "Shopping Express" shuttle bus also available (departures at 9.30am from Stazione Centrale and 10am from Piazza Castello, 1 - M1 Cairoli)

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 Marcianise near Naples, and "Veneto" at Noventa di Piave near Venice.

Serravalle Designer Outlet

www.mcarthurglen.it

A7 Motorway Serravalle Scrivia T. exit between Milan and Genova. Daily shuttle service Zani Viaggi (departures at 10am, 11am, and 1.30pm from Foro Bonaparte, 76 – M1 Cairoli/M2 Lanza. www.zaniviaggi.it-www.livemilano.com).

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.

Vicolungo The Style Outlets

www.thestyleoutlets.it

A4 Motorway, Biandrate 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).

An outlet store on the Swiss border, **FoxTown Factory Store** 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 Desigual.

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)



▲ **DINE AND SHOP**
A perfect place to taste Italian dishes, Conti is also a shopping destination for international clientele.



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

Renowned for its famous sugared almonds, **Conti Restaurant** boasts a peaceful and elegant atmosphere, a perfect place to stop for a break and enjoy the venue's light fish-based lunches or traditional Italian dinners but also an event space for photo shoots, private parties and other happenings. Open daily noon-11pm. Conti is also a shopping destination – **Confetteria Conti** - where you can purchase beautiful wedding favors with traditional Italian "confetti" and precious gift boxes.

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.

Conti Restaurant
Confetteria Conti
Via Montenapoleone 19
T: 02 76394934
www.contirestaurant.it -
www.conticonfetteria.it

Chic & Go
Via Montenapoleone, 25 (via Bigli, 20)
T: 02 782648
www.chic-and-go.com



▲ **AN ICON OF FLAVOUR**
Il Salumaio di Montenapoleone is located in the private courtyard of the Palazzo Bagatti Valsecchi.



▲ **HISTORIC DESTINATION**
Pasticceria Cova is a pastry shop and a confectionery but also a fine restaurant offering everyday a "Small Lunch".

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).

Il Salumaio di Montenapoleone
Via Santo Spirito, 10
T: 02 784650-76001123
www.ilsalumaiodimontenapoleone.it

Pasticceria Cova in via Montenapoleone is one of those places whose appellation 'historic venue' is fully justified. A cult destination for gourmands since 1817, it has had the singular honour of being mentioned by name and, what's more, several times, in the works of Ernest Hemingway, who loved its atmosphere and delicacies. If you're considering going there to pay homage to this literary genius, you can rest assured that you will return for other reasons: for example, the sheer exquisiteness of its cakes, pastries, ice-cream, sugared almonds or savoury snacks, created by master pastry chefs based on time-honoured recipes. Perfect for an 'Italian-style' breakfast, consisting of coffee and brioches, Cova also offers the option of a light lunch. Open from 7.30am to 8.30pm.

Pasticceria Cova
Via Montenapoleone, 8
T: 02 76005599
www.pasticceriacova.com

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.bottegaveneta.com

Breguet
High-Class horologerie
Via Montenapoleone, 19
T: 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

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

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

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, 24/28
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

Brunello Cucinelli
The essence of Italian fashion
Via della Spiga 30 - T: 02 76015982
Via della Spiga 5 - T: 02 76014448
www.brunellocucinelli.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

Chantecler
Artisanal high jewellery
Via Santo Spirito, 5
T: 02 37011903
www.chantecler.it

Christian Louboutin
Finest VIP shoes for him
Via V. Capelli, 3
T: 02 63793483
www.christianlouboutin.com

Daniela De Marchi-DDM
Evocative atelier for jewel design
Via dei Piotti, 9
T: 02 86995040
www.danielademarchi.it

Dodo
Italian charm brand
Corso Matteotti, 9
T: 02 49524750
www.dodo.it

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

Gianvito Rossi
The real luxury of shoes, for her and for him
Via Santo Spirito, 7
T: 02 76317942
www.gianvitorossi.com

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

Giòsa Milano
Unique accessories in genuine crocodile
Boutique: via Formentini, 2 corner of via Madonnina
Showroom: 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

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

Kreisicouture
Funny, crazy and iper-glam hats
Via Tortona, 14
T: 02 39813930
www.kreisicouture.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

E. Marinella
Ancient Italian sartorial tradition
Via Manzoni, 23
T: 02 89010842
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

Rossoprezioso
Italian costume jewellery
Via Fiori Chiari, 16
T: 02 654841
www.rossoprezioso.com

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

The Bridge
Italian excellence In leather bags
Via Landolfo, 1 corner of via Ponte Vetero
T: 02 89096965
thebridge.it

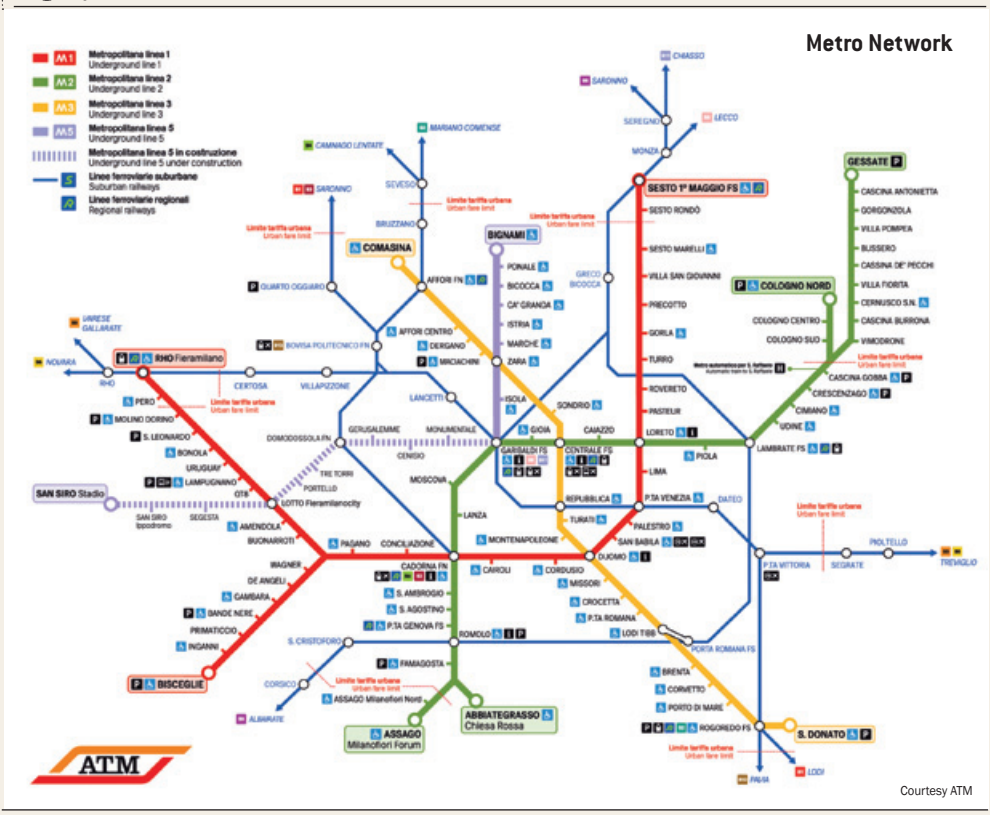
Tiffany&Co
Precious jewellery
Via della Spiga, 19/a
T: 02 76022321
www.tiffany.it

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

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



Courtesy ATM

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: 02 48607607 (7.30am-7.30pm)
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 tarifs 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

AUTORADIOTAXI T: 02 8585 - www.028585.it
RADIO TAXI T: 02 6969 - www.yellowtaxi.it
TAXI BLU T: 02 4040 - www.taxiblu.it
RADIO TAXI MILANO T: 02 5353 - www.etaxi.it
TAXI MILANO T: 02 4000 - www.024000.it
Taxi fixed fares:
Malpensa Airport – Milan (any location): 90 euro
Malpensa Airport – Fiera Milano (Rho): 65 euro
Malpensa Airport – Linate Airport: 105 euro
Linate Airport – Fiera Milano (Rho): 55 euro

Emergency

- **EUROPEAN EMERGENCY NUMBER** T : 112
  "112 Where ARE U" is the app that calls the unique European Emergency Number 112 (for Carabinieri, Police, Firefighters and Ambulance services), automatically sending your location information - including ICE (in case of emergency) numbers - for a rapid and accurate response. To be able to use "112 Where ARE U" location services, it is necessary to subscribe it.
- **OPEN PHARMACIES** T: 800 801185
- **PASSPORTS** Questura di Milano, via Fatebenefratelli, 11. T: 02 62261



Publicis EtNous

www.rinascente.it



la Rinascente

MILANO PIAZZA DUOMO

ENJOY YOUR SHOPPING

-10%* -12%**

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 December 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.



Boutique: Milan Rome Venice
For information: +39 02 36042 833

JAEGER-LECOULTRE