
Milano Report

September 2017

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1. Tiffany flagship store

Project Overview

Tiffany & Co has recently opened its third store in Milan – the largest in Europe.

The new store located at Piazza Duomo, in a historical building built in 1870, covers 1.000 sqm and spreads over 2 floors. The first floor also has a lounge bar and a private dining room for special events.

The interiors are characterized by precious Carrara marble on the floor, elegant wood boiserie on the walls, stunning crystal chandelier on the ceiling and free standing polish steel displays.

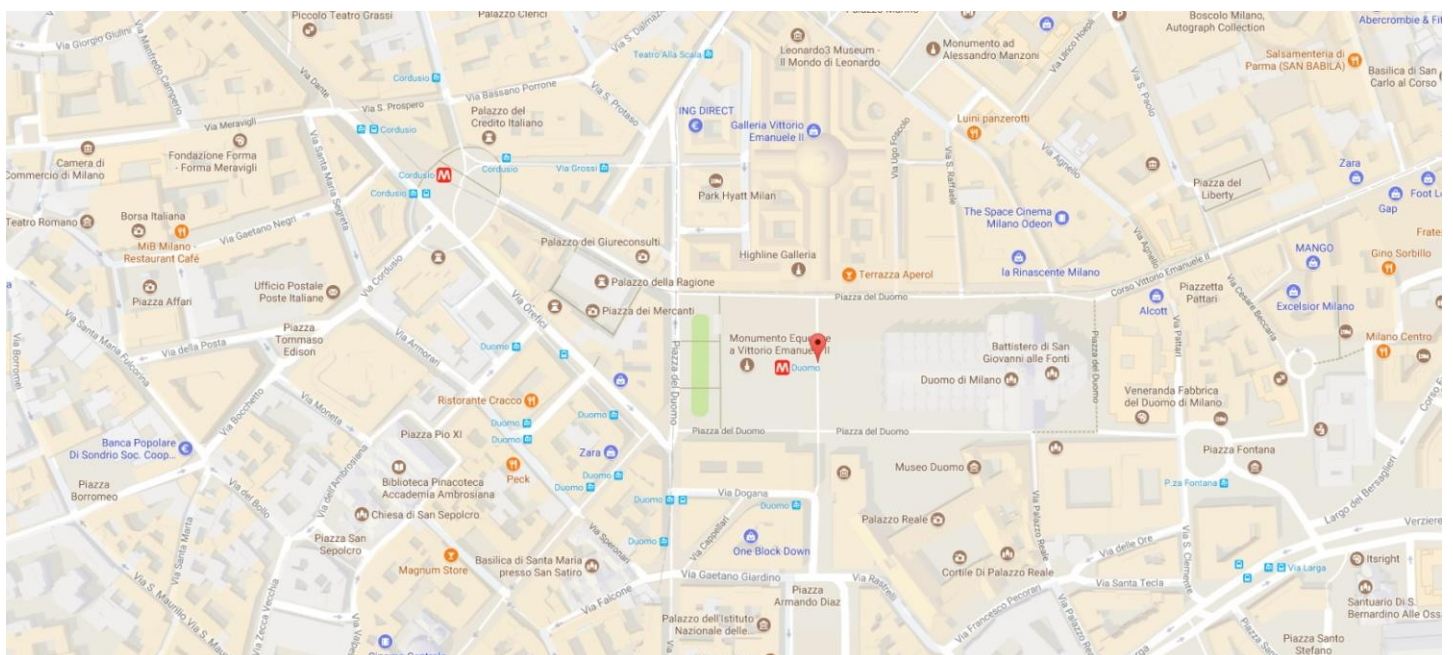
The store features the complete range of collections of the brand along with art pieces from 8 artists. The contributors for the "Tiffany Art Box" concept are Alek O., Gio Pastori, Felice Serreti, Loris Cecchini, Zeno Peduzzi, Patrick Tuttofuoco, Gianluca Franzese and Niccolò Fiorentini.

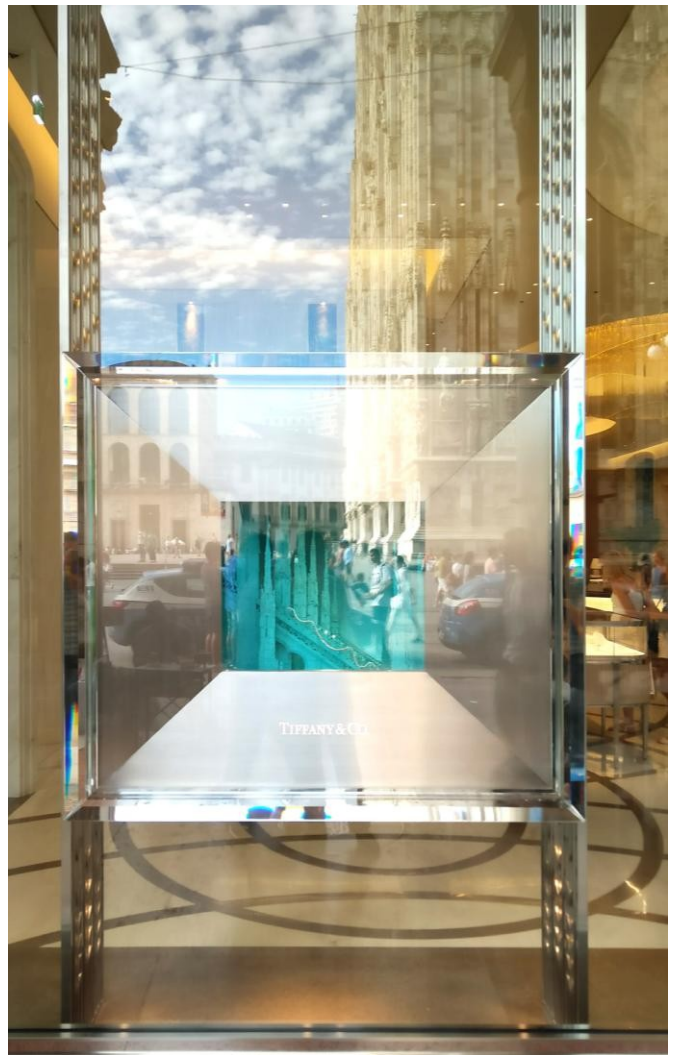
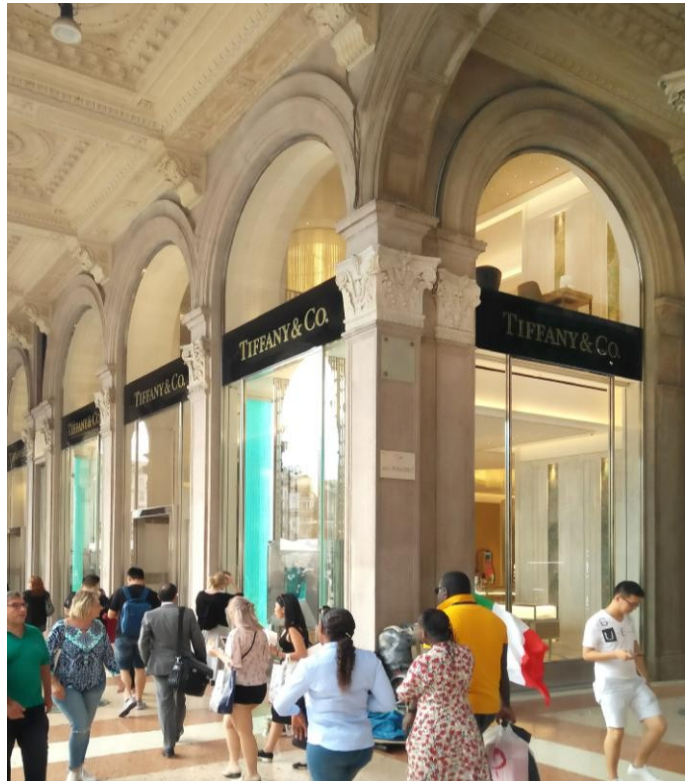
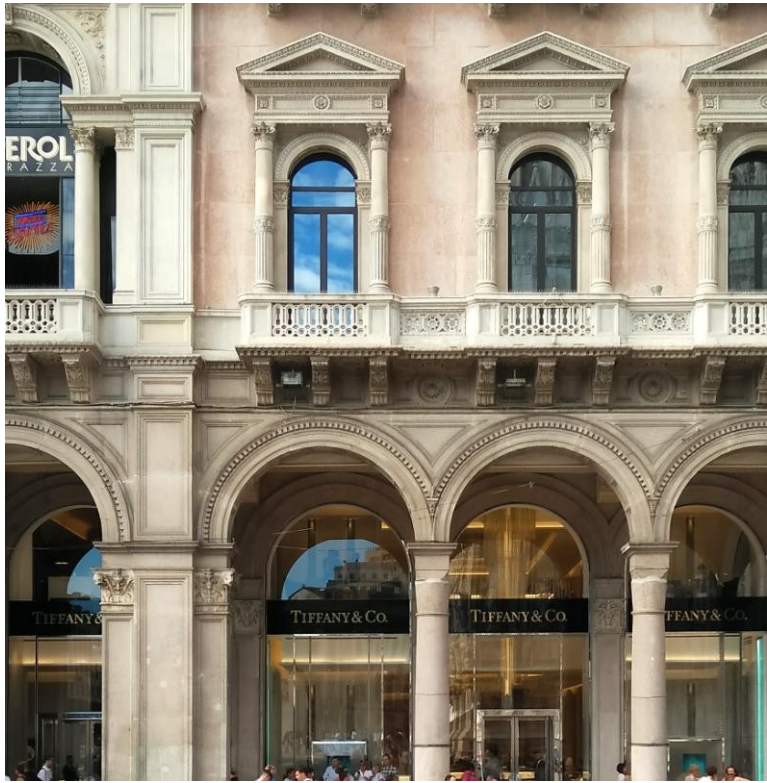
The Milanese shop offers a unique experience: inside it exposes iconic collections jewelry, from those in gold and silver to the fine jewelry in addition to an exhibition devoted to collections of watches.

Project Details

1. Brand: Tiffany & Co.
2. Type of Business: Jewelry
3. Open Date: 04/07/2017
4. Location: Piazza del Duomo, 20121 Milano MI
5. Size: 1000 sqm
7. Interior Designer/Architect/Artist: -

Location Map





2. Chiara Ferragni store

Project Overview

Opened in Milan on the 26th of July at 11am the first store of Italian fashion blogger Chiara Ferragni.

The window with the blue eye, a symbol of his brand, is located in the fashion catwalk via Capelli, close to the brand new Gae Aulenti district and the hip Corso Como.

Inside, counters, shelves and walls are simple, stylized, modern with a touch of pink, glitter and vintage style.

The shoes are displayed on a funny treadmill.

The footwear brand, founded by the influencer of 10 million followers on Instagram, is already present in more than 300 stores worldwide and on the e-commerce site. Inside the store, in addition to the shoes line, should also be sold other brands with which Ferragni has active collaborations.

Project Details

1. Brand: Chiara Ferragni
2. Type of Business: Fashion / Shoes
3. Open Date: 26/07/2017
4. Location: Via Vincenzo Capelli, 20124 Milano MI
5. Size: 120 sqm
7. Interior Designer/Architect/Artist: -

Location Map

