

Milan Report

March 2019

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Pop-up store Louis Vuitton

Project Overview

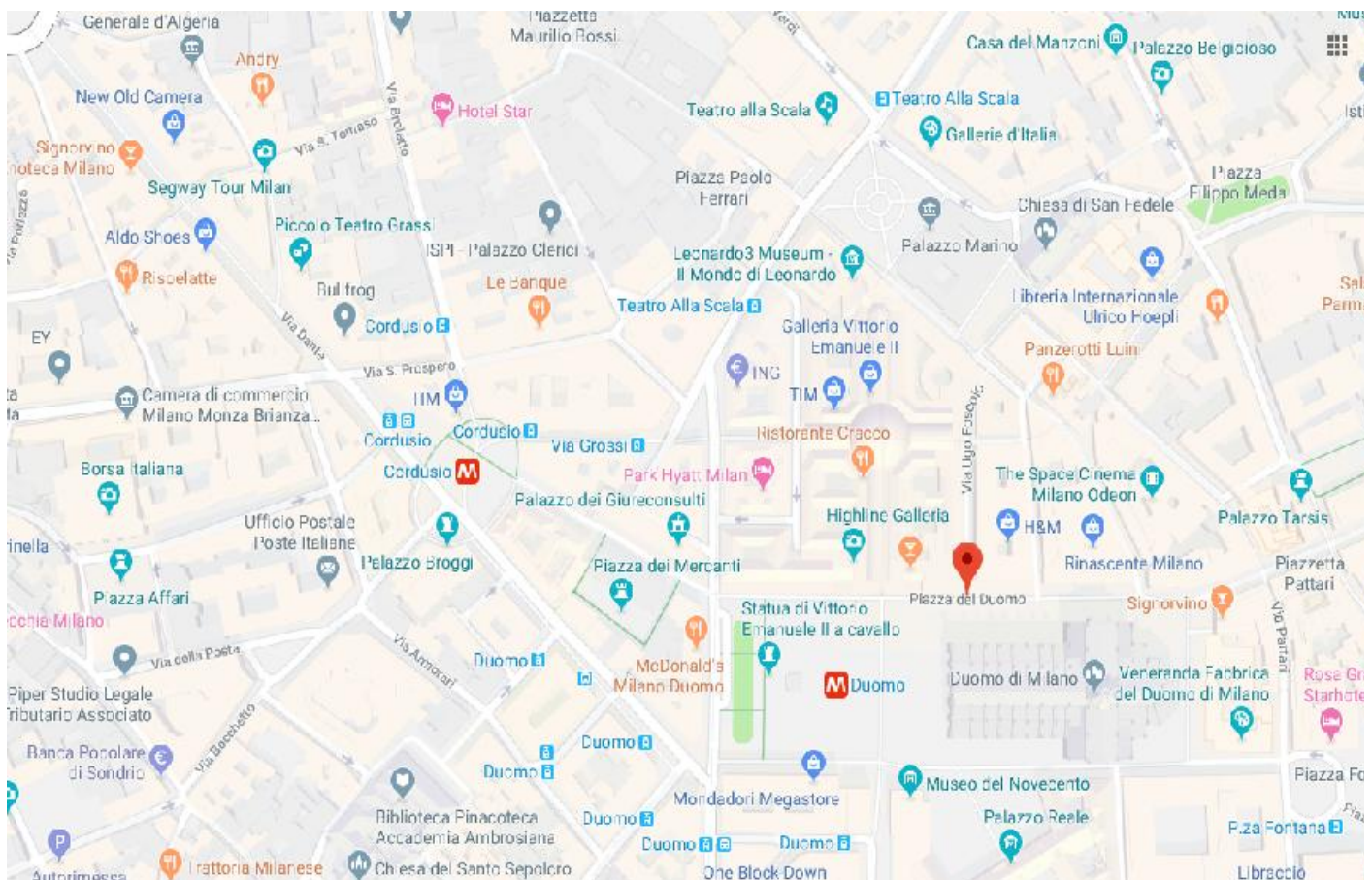
LV inaugurates inside the Rinascente di Milano a pop-up store completely dedicated to Virgil Abloh's first men's collection (Spring Summer 2019). Virgil Abloh blazes a trail, the first black designer of Louis Vuitton, and one of the few, if we exclude Olivier Rousteing from Balmain, the creative director of a French fashion house. And he is not even a pure fashion designer: Abloh has made his bones in the world of design, unveiling his indisputable talent.

In the pop-up store a kaleidoscopic set energetically envelopes customers, while the rainbow theme (also present in the monogram) pays tribute to the dream world of the Wizard of Oz. Even the soft carpet has been personalized with a brick print that recalls the Golden Path. The corner is characterized by iridescent walls, a dense evergreen forest, and full of red poppies. A dream that Virgil Abloh wants to make us live in real life, alongside Louis Vuitton.

Project Details

1. Brand / Louis Vuitton
2. Type of Business / Retail
3. Open Date / 2019/01
4. Location / Piazza del Duomo, 20121 Milan

Location Map







2. Bimba Y Lola

Project Overview

Bimba y Lola has opened its first flagship in Milan, choosing a prestigious location a few steps from the Fashion District. The new place is in Via Manzoni 16, 180 square meters distributed on two levels entirely dedicated to the feminine and colorful universe of the Spanish brand, founded in 2006 by the two sisters María and Uxía Domínguez. Also in 2019 they preannounce the success for the brand, which today is present exclusively through the single-brand channel in 14 countries with 271 total points of sale, of which 3 in Italy, in Rome, Bologna and now Milan. The expansion project in 2022 envisages the strengthening of the Bimba y Lola sales network in strategic markets such as Asia, Europe and Latin America.

Project Details

1. Brand / Bimba Y Lola
2. Type of Business // Retail
3. Open Date / 2019/01
4. Location / Via Alessandro Manzoni, 16, 20121 Milan

Location Map

