

Milan Report

March 2019

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Aspesi

Project Overview

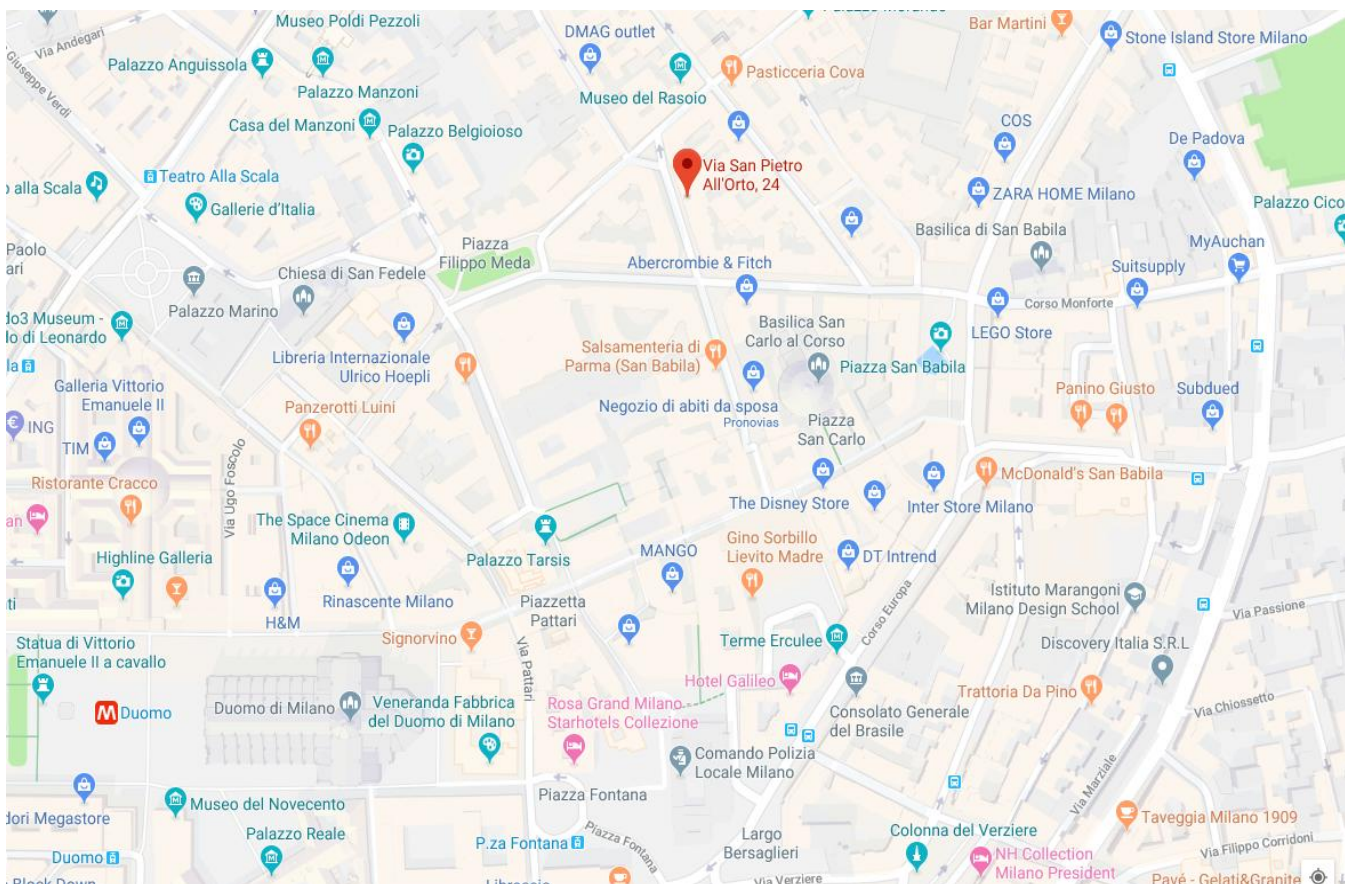
Aspesi has moved to Via San Pietro all'Orto 2, it's located in Milan's Fashion area and just 350 meters from the piazza San Babila .The space, which has three windows on the street and six on the first floor, is divided into two levels, with a sales area of 600 square meters. Under the supervision of Mr. Fabio Gnocchi who is the Italian brand managing director, the Dordoni Architetti studio, has completely redesigned this space, giving life, light and future to the space.

Mr. Fabio Gnocchi has presented the new store to the press. "In this flagship we summarize the spirit of Aspesi, the will to evolve and explore the contemporary, while remaining faithful to the elegance that has characterized us for 50 years. And we are sure it able to attract even the young customers. To characterize this boutique will be, from time to time, also different artistic installations " .

Project Details

1. Brand / Aspesi
2. Type of Business / Retail
3. Open Date / 2019/ 02
4. Location / Via S. Pietro All'Orto, 24, 20121 Milan

Location Map











2. Golden Goose

Project Overview

Golden Goose, the Venetian brand of high-end footwear has reopened the Milan flagship store, in Via Cusani, 2, in the Brera area. It is established in 2000 by Alessandro Gallo and Francesca Rinaldo, the Company is an emerging Italian house of luxury casual clothing and accessories, known above all for the Golden Goose sneaker brand. It offers a modern, unique and recognizable style with a distinctive brand identity. The flagship store with the first Lab inside, whose purpose is to put in contact customers and craftsmen to make sneakers (just purchased or already used) of unique pieces. During the closed-door experience, the customer is asked to choose between three levels of treatment on the sneaker, as well as being able to customize it with some small accessories. The additional cost of this service is 200 euros. The experience, reads an official statement, is then filmed and sent to each customer, who can then share it on their social media.

Project Details

1. Brand / Golden Goose
2. Type of Business // RETAIL
3. Open Date / 2019/ 02/
4. Location / Via Cusani 2, 20121 Milan

Location Map

