

Milan Report

January 2020

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1. MooRER

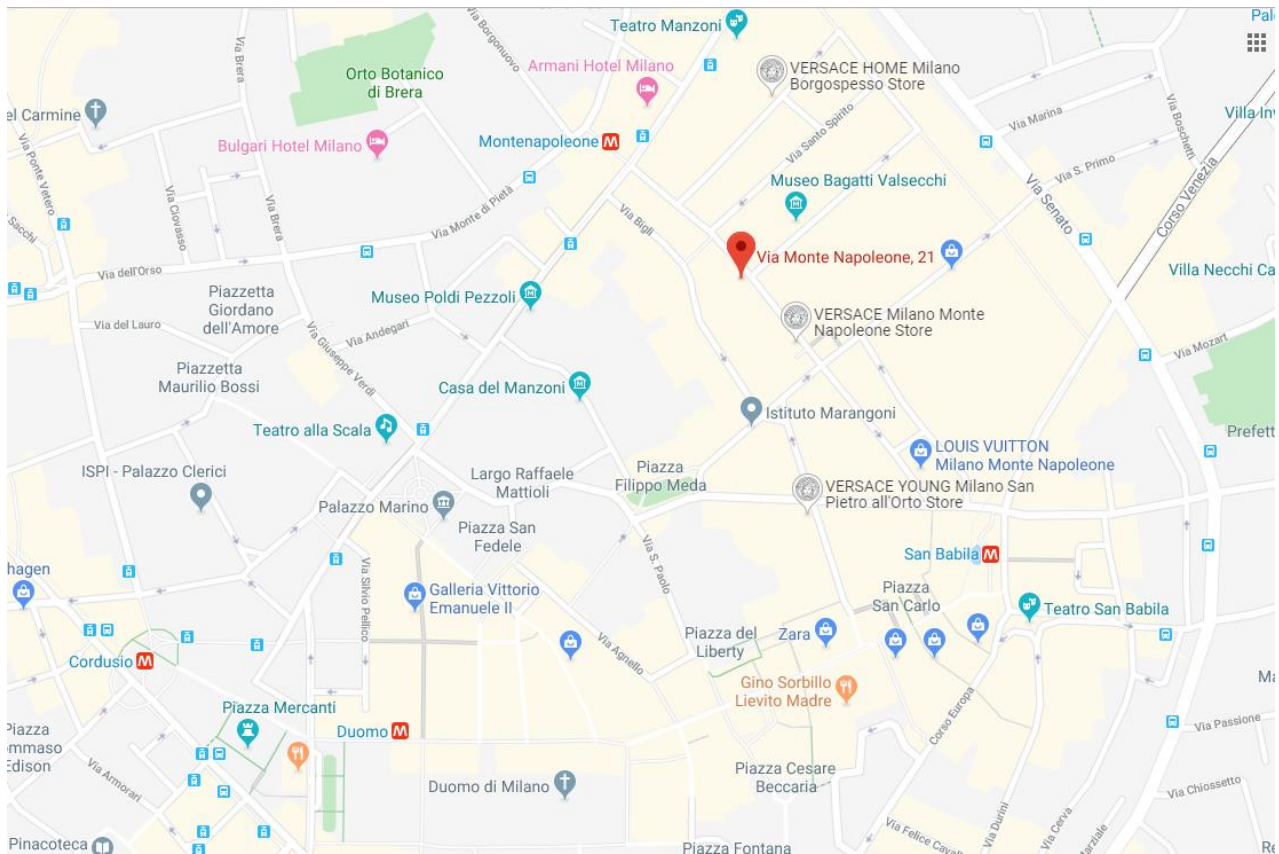
Project Overview

MooRER, an Italian company specialized in the production of downs, has opened a new boutique in Via Montenapoleone 21. The label has been founded by Moreno Faccincani currently has 4 single-brand stores and over 1,000 multi-brand boutiques worldwide. The new store is spread over an area of 240 square meters and dedicated in an exclusive environment all the brand's collection and in particular, the lines to outerwear, those focused on knitwear and also the range of pants for men and women. A place where you can discover and touch the values that have always guided the search for the brand: attention to detail and materials, excellent production and that all-Italian sensitivity for the interpretation of taste and trend. The new opening in the prestigious Milanese district is part of the retail strategy of the company which for 2020 plans to consolidate its image with targeted openings.

Project Details

1. Brand / MooRER
2. Type of Business / Fashion
3. Open Date / November 2019
4. Location / Via Montenapoleone 21, Milan
5. Size: 240 sqm

Location Map











2. LACOSTE Concept Store

Project Overview

The Lacoste Boutique in Milan has reopened, in via Dante 6, on 15th November. It's the largest boutique in Italy, about 350 square meters on two levels. LACOSTE, the French lifestyle brand known for its crocodile logo, iconic polo shirts, and sporty-inspired premium casual clothing, presents a new concept of a premium store. "The new LACOSTE store is designed to create a unique customer's experience. At the entrance with natural light, there is a space dedicated to its iconic product, the polo shirt. A layout like a tennis court and then the counter is designed like a centerpiece of the location invite customers into a unique space, whose curved shape encourages an intimate exchange between customer and sales assistant. The customer experience is enriched with digital content relating to product sizes, colors, latest products, and the brand.

Project Details

1. Brand / LACOSTE
2. Type of Business / Fashion
3. Open Date / November 2019
4. Location / Via Dante, 6 20121 Milan
5. Size: 350 sqm

Location Map

