



## BUSINESS

# Valentino Flagship Reopens in Milan

● Standing on Via Montenapoleone, it is the brand's storied boutique that opened in 1969.

BY LUISA ZARGANI

**MILAN** – Valentino reopened its fully renovated flagship in Milan on Friday.

Standing on Via Montenapoleone 20, the boutique originally opened in 1969 and was closed during the works, while a temporary store opened in January nearby on Via Santo Spirito.

Marble, onyx, black-and-white checkered motifs and geometric details are all references to Valentino's history.

There are recognizable elements by creative director Alessandro Michele that run throughout, including sofas and poufs in green velvet with trimmings and ivory napa framing the rims; armchairs upholstered with an exclusive archival python print; Art Deco armchairs with leather and black lacquered edges; vintage armchairs in yellow velvet lampshades made by hand with original fabrics recovered from Indian saris, and artisanal sculptured chandeliers in cotton.

The entire store is covered in an ivory colored fabric with pleated or draped details on the walls and ceilings.

Spanning more than 12,636 square feet over three levels, the unit carries men's and women's apparel, accessories, eyewear and beauty collections. A dedicated area on the second floor displays eveningwear. Private rooms are designed to offer exclusive experiences.

To celebrate the reopening, the Valentino Garavani Vain handbag line offers two limited-edition designs, available exclusively in the Milan store: the classic chain-strap model and a clutch with a leather-and-chain strap, both crafted in precious skin in a sophisticated green shade.

On the occasion of the reopening, the boutique will also offer the special Valentino Garavani and Vans collaboration, available in Italy as an exclusive preview at the Milan store one week ahead of its global launch on Sept. 12.

During Milan Fashion Week, on Sept. 24, Valentino will customize the flower kiosk located between Via Manzoni and Via Montenapoleone and gift all passersby with a floral creation by artist Thierry Boutemy.

There are 235 directly operated Valentino stores around the world. In Milan there is also a corner at Rinascente carrying accessories and men's ready-to-wear.

In August, Riccardo Bellini was named chief executive officer of Valentino, succeeding Jacopo Venturini, effective Sept. 1. Bellini, known for the turnarounds he engineered at Chloé and Maison Margiela, has been managing director of Valentino parent Mayhoola since January.



