

APPAREL AND ACCESSORIES

Aquazzura steps into Russia on Petrovka Street

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Aquazzura's Moscow boutique

By STAFF REPORTS

Florence-based footwear label Aquazzura is bringing its Italian style to Russian consumers in a new Moscow boutique.

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Aquazzura has opened its Moscow store in partnership with Russia's AIZEL Group. Founded in 2002, AIZEL began as a luxury fashion concept store and now operates international brands within Russia due to its understanding of local culture.

Making an entrance

Aquazzura's new boutique in Moscow is located in the heart of the city at 18 Petrovka Street.

The storefront brings together contemporary Russian aesthetics, but also looks back at the country's heritage of architectural splendor.

Petrovka Street is one of the oldest and most elegant streets in the Russian capital. The street was originally built to connect the Kremlin to the 14th-century St. Peter's Monastery.

Aquazzura's boutique location, therefore, places the brand right in the center of Moscow's main tourist attractions. Other nearby landmarks include Bolshoi Theatre, the Moscow Museum of Modern Art, luxury shopping arcades and world renowned restaurants.

Given Moscow and Petrovka Street's architectural history, Aquazzura maintained the original facade of its new shop. Built between 1874 and 1876, the building was designed by Russian architect Boris Freidenberg.

Inside, Aquazzura has selected a deep red and inlaid marble floors with black-and-white stripes to bring its own style to the space. This flooring design has been included in all Aquazzura boutiques worldwide for a consistent brand experience.



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"Russia has always been a source of inspiration for me," said Edgardo Osorio, creative director and founder of Aquazzura, in a statement. "The fall/winter 2016 collection was a nod to the beauty of St. Petersburg and to contemporary Russian women.

"For our first boutique in Moscow I wanted to pay homage to Russian aesthetic reinterpreting it with Aquazzura signature codes," he said. "I was seduced by The State Hermitage Museum's inlaid marble floors and brought them to Petrovka Street with a twist."

Once a high-growth market for the luxury sector, Russia's geopolitical and economic climate have deflated spending in the country, but a December 2016 report from ContactLab and Exane BNP Paribas shows the nation is set for a comeback.

Sanctions, the ruble's lowered value and declining oil prices, consumer confidence and consumption fell in recent years, with luxury spending half of what it was at its highest. A number of developments, including a lowered unemployment rate and the possible removal of sanctions as leadership changes in France and the United States may help brighten the luxury market in Russia and the industry's global outlook for 2017 ([see story](#)).

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