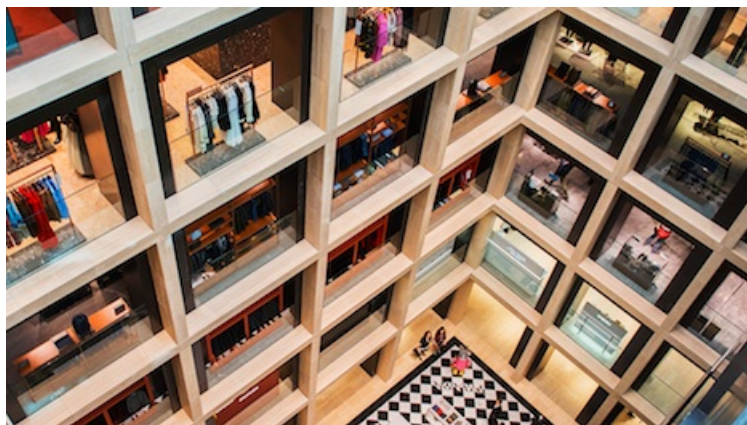


RETAIL

## Rinascente opens doors on Roman flagship

October 12, 2017



*Inside Rinascente's Roman flagship. Image credit: Rinascente*

By STAFF REPORTS

After an 11-year project, Italian department store chain Rinascente has opened a new flagship store in Rome.

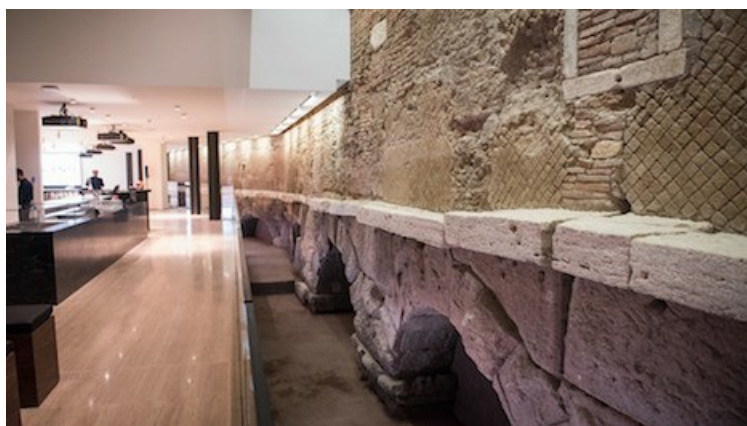
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Rinascente's store in Via del Tritone in Rome celebrated its inauguration on Oct. 12 following more than 1,800 days of construction. Adding to Rinascente's existing network of 10 stores, this flagship store is expected to welcome millions of customers per year.

Rome coming

Rinascente's owner, the Thai-based Central Retail Corp., has invested more than 200 million euros, or about \$237 million, into the Rome flagship project since 2011, according to [Women's Wear Daily](#).

The architecture of Rinascente's Roman flagship incorporates an ancient building into the design of its nine floors, which total 1.6 million square feet. Its basement also showcases part of Rome's historic Aqua Virgo aqueduct.



*Rinascente's Roman flagship includes a historic aqueduct. Image credit: Rinascente*

Carrying upwards of 800 brands, including a Louis Vuitton boutique on the first floor, the store's sales floors were designed by a number of different architects, rather than a single firm.

Ahead of the opening, Rinascente engaged customers with a countdown campaign. Using the hashtag #RomelsAnAttitude, the retailer shared details of the city and its new store.

One film produced shows models gallivanting around Rome, jumping into the water on the coast or enjoying the nightlife. This includes the tagline, "In the heart of the city, wherever we go."

*Rinascente - In the heart of the city, wherever we go*

The retailer also based its fall/winter 2017 campaign in Rome, showing a model exploring the city.

Also marking the opening, Rinascente tapped sculpture artist Francesca Romana Di Nunzio to create her humanistic characters for its windows. In the new flagship, the panes feature personalities who work daily at the store.

Along with the flagship opening, Rinascente is also undergoing other changes, having changed its name from la Rinascente. With the name change came an updated logo, with a specially created logo for the Roman store.

The department store recently marked its 100-year milestone with a look at how its own story is linked with the broader history of Milan.

The retailer is staging a retrospective at the Palazzo Reale that focuses on the culture and fashions in Milan over the last century. Titled "LR100 Rinascente: Stories of Innovation," the exhibit investigates the impact that the store had on establishing Milan's central position in the fashion industry ([see story](#)).