

RETAIL

Rinascente blossoms with sustainability in retail

March 30, 2018



Rinascente is transforming its stores into shoppable gardens. Image credit: Rinascente.

By BRIELLE JAEKEL

Italian department store chain Rinascente is highlighting its organic and sustainable products through a unique take on experiential shopping that integrates art installations with commerce.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Rinascente's stores in Milan and Rome have been transformed into shoppable forests, with displays up from March 27 and 29, respectively. The installations within the department store floors, named The Green Life, aims to reconnect busy shoppers with their "green side."

"Experiential retail is a huge disrupter in commerce today, causing bricks-and-mortar stores to take their strategies to another level," said Jenna Cohler, [P.M. Experiences](#), New York. "Rinascente is looking to two trends with The Green Life, touching on the need to have an immersive unique experience as well as sustainability."

Mr. Cohler is not affiliated with Rinascente, but agreed to comment as an industry expert. [Rinascente](#) was reached for comment.

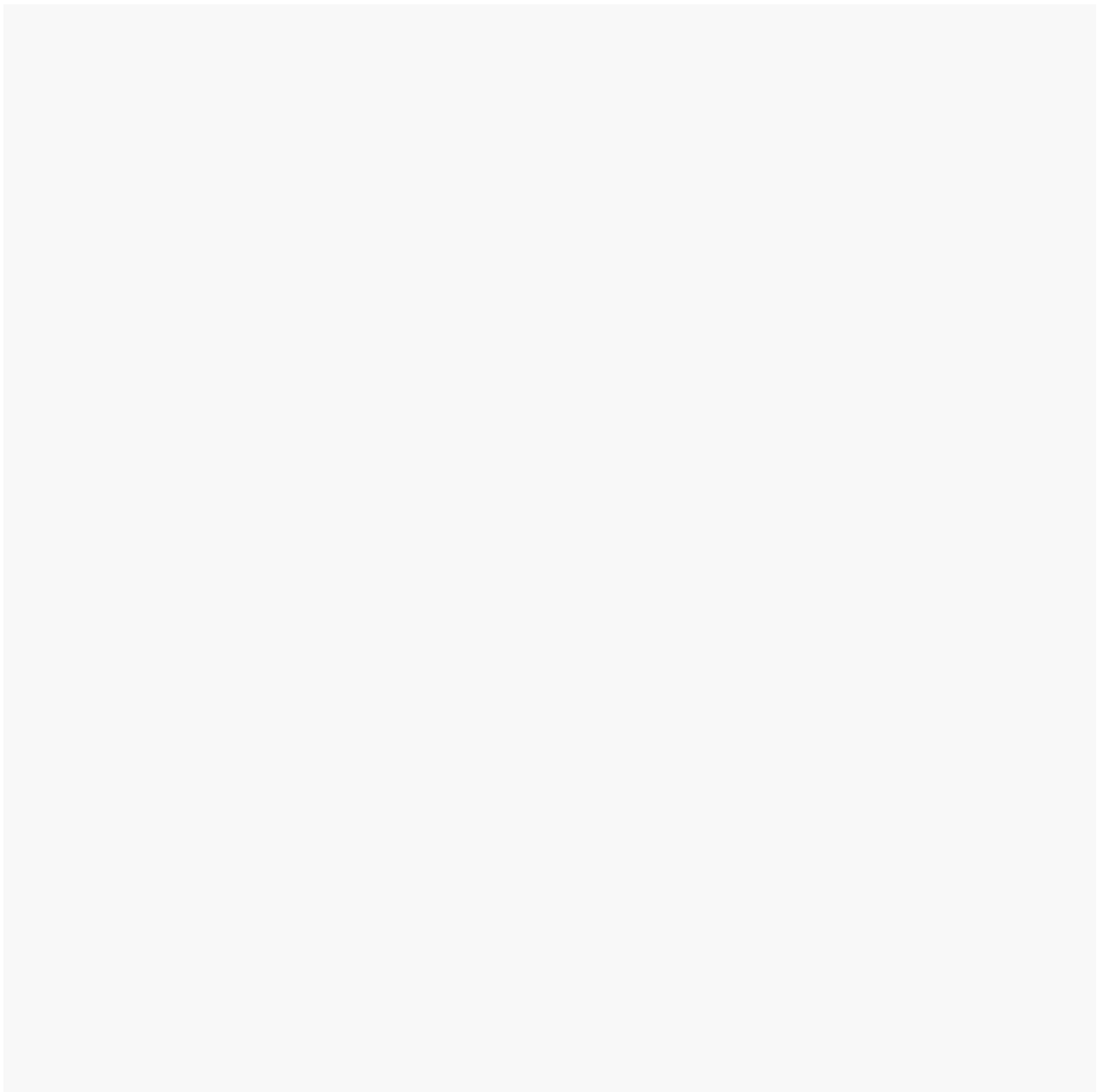
Living the Green Life

Rinascente worked with Andrea Tognon for its Milan store in what the department store is calling a forest in the heart of the city. The installation is named Andrea Tognon's In&Out Green City Landscape.

In Rome, Rinascente has designated an open-air greenhouse its You are Nature by Lorenzo Guzzini exhibit. You are Nature comes after Rinascente's 11-year project to build its Roman flagship.

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 ([see more](#)).

The installations are hoping to bring the green lifestyle to the forefront of visitors' minds, so that they will hopefully embrace the eco-friendly way of life.



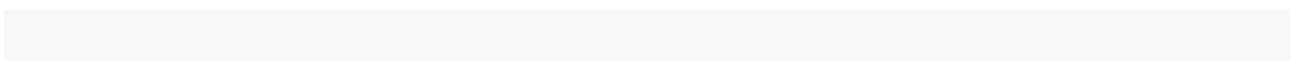
Do you want to go for a bike ride? Come to the #Cagliari store, and rent a bicycle from Bike Green, one of the special initiatives of #TheGreenLife. Discover what #SuccedeInRinascente at the link in bio . . Share with us your #TheGreenLife photos, you may be reposted on our official instagram account #SuccedeInRinascente

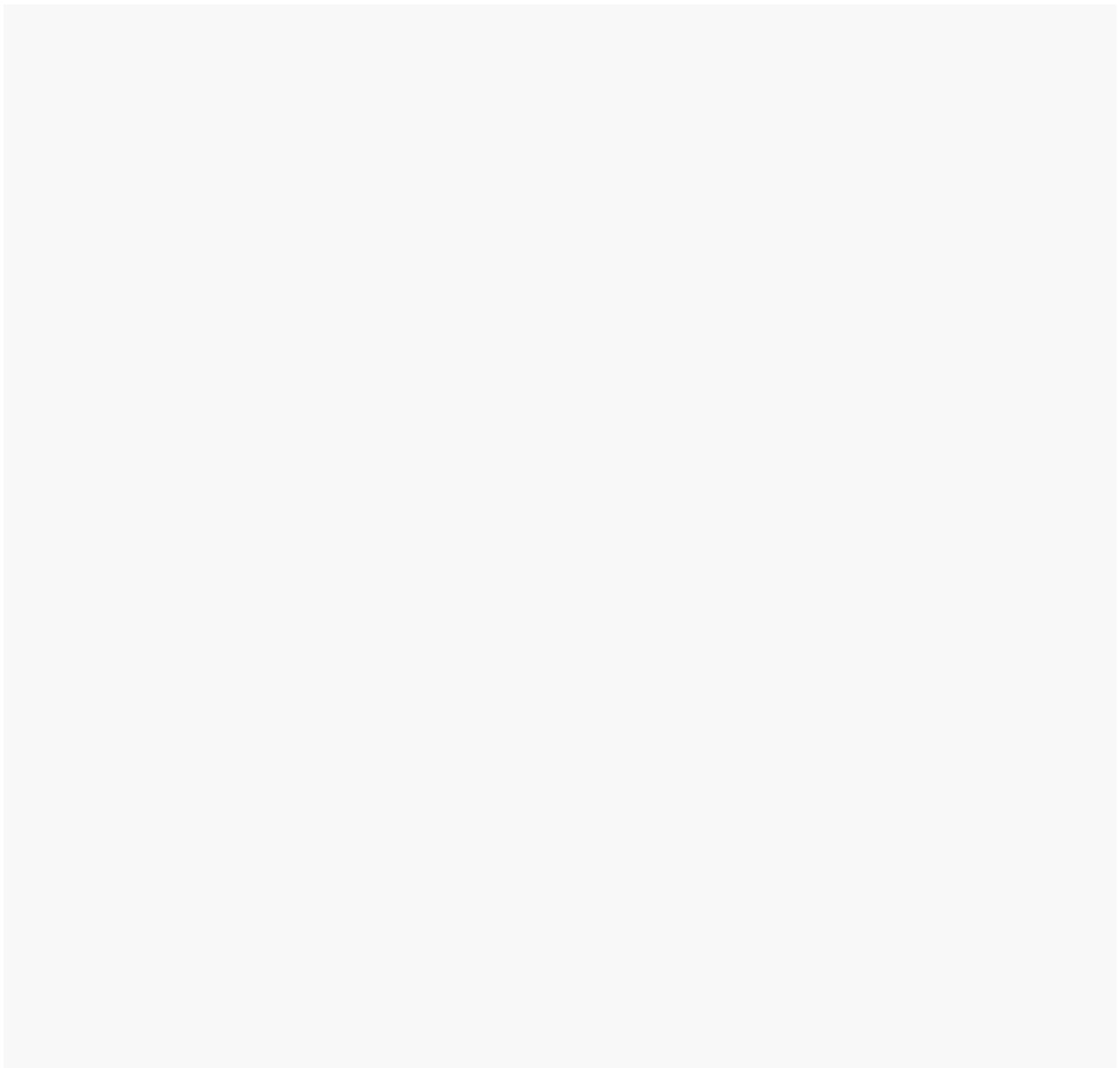
A post shared by Rinascente (@rinascente) on Mar 29, 2018 at 9:07am PDT

Both locations will feature workshops, educational talks and themed activities in regards to being green throughout the duration of the campaign. Some include a class on "How to live a happy life with a plant," how to style your home with plants, Pilates sessions, body painting, a cocktail hour with organic vodka and more.

Plants and flowers based off the installations will be available for purchase beyond just Rinascente's Milan and Rome stores. Bouquets, bonsais, flowering plants, greens, succulents and fragrant plants are among those mentioned available to take home at all of its locations.

Other stores will also be fitted with eye-catching window displays, keeping the Green Life apparent throughout its entire presence. The installations will run through April 18.





Thank you @peuterey for these gorgeous waterproof jackets #TheGreenLife #SuccedeInRinascente

A post shared by Rinascente (@rinascente) on Mar 29, 2018 at 8:50am PDT

Across all brands

The exhibitions run alongside similar integrated campaigns from Fendi, Dolce & Gabbana and Dior, who are also tapping into nature's beauty for the decor surrounding their products.

Dolce & Gabbana's branding built on its recent Garden campaign.

The Italian fashion label brought liveliness to a quiet garden in Palermo, Sicily for a fragrance campaign that emphasizes the joyfulness that can come with family.

"Dolce Garden Eau de Parfum The Film" is Dolce's latest spot for its scent that embraces the culture of its home country. A playful narrative, the film taps both the quiet and reserved side of the perfume, as well as its vibrant celebratory aspects ([see more](#)).

"Art is an important aspect of luxury marketing, and Rinascente is leveraging just that - art," P.M. Experiences' Ms. Cohler said. This installation is art in retail, combining the two together in ways that compel shoppers and ignite them to participate in a greener lifestyle."

