

APPAREL AND ACCESSORIES

Armani joins New York boutique renovation movement

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Giorgio Armani beings renovation planning for New York boutique. Image credit: Armani

By STAFF REPORTS

Italian fashion label Giorgio Armani is working with its commercial property owner of its Madison Avenue boutique to reimagine it into a new flagship.

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The 97,000-square-foot building at 760 Madison Avenue in New York will include the new flagship boutique as well as 19 luxury residences designed by Giorgio Armani. The brand hopes the renovation will exhibit the evolution of Armani, and become an icon in the Upper East Side.

Updating history

Armani's design process for the new boutique will keep in mind its cultural surroundings, incorporate new materials and feature visuals of various cultures and places, as well as reflect the history of the neighborhood.

New York architecture firm Cookfox will be on the project.

The residences will be in addition to hotels and interior design projects from Armani around the world, including Miami, Istanbul, Tel Aviv, Beijing, Dubai, Mumbai, London and more.

"New York is one of the world's major fashion capitals, and Madison Avenue is by definition an iconic luxury location," said Giorgio Armani, eponymous founder of Armani, in a statement. "In the 1980s, when I opened my first Giorgio Armani boutique in Manhattan, I chose this exclusive and refined area because it was perfect for the timeless elegance and attention to detail I wanted to communicate.

"Today, 30 years later, I still believe this place reflects my philosophy and my aesthetic vision," he said. "With this special project, I continue the journey I began over 10 years ago with my Armani/Casa Interior Design Studio, through which I look for innovative creative solutions that express my personal concept of luxury and refinement, while respecting the local culture and spirit."

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The #GiorgioArmani Flagship Store at 760 Madison Avenue, New York, will undergo a total refurbishment which will also include 19 exclusive residences. In collaboration with NYC architects COOKFOX, the unmistakable #ArmaniCasa style will create a complete Armani lifestyle experience. Work is scheduled to end in 2023 and Mr Armani himself will take up residence in one of the apartments.

A post shared by Armani (@armani) on Jan 25, 2019 at 7:31am PST

Armani announces the renovation to followers

Armani, Cookfox and property owner SL Green will also be working with historic preservation experts to ensure it will stay in line with the Upper East Side Historic District.

Construction is planned to start next year, and end in 2030.

News of the renovation comes after Giorgio Armani tapping a popular face within its beauty division for its fragrances.

Actor Ryan Reynolds will be the latest spokesperson for Armani Code fragrances starting in February. The partnership and campaign will debut with content for the new Armani Code fragrance, Armani Code Absolu ([see story](#)).