

RETAIL

Rinascente supports repair efforts in Rome

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In a proud display of heritage, Rinascente's Roman flagship includes a historic aqueduct. Image credit: Rinascente

By STAFF REPORTS

Italian department store chain Rinascente is supporting public works efforts in Rome that will improve the cityscape by its flagship boutique.

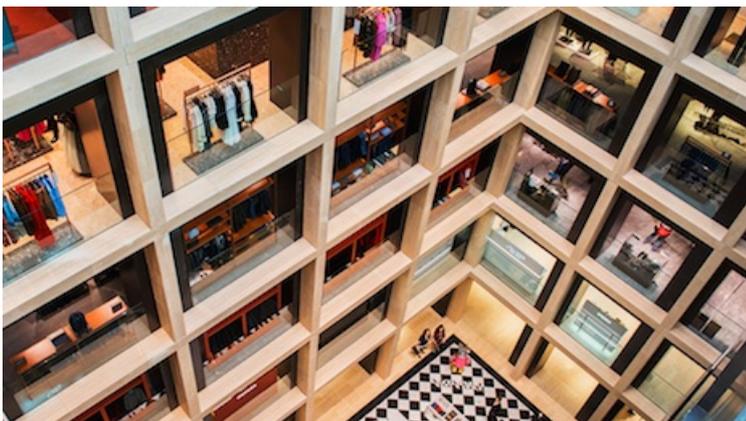
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Rinascente is donating 3 million euros, or about \$3.3 million, to Rome's work to repair and widen the pavements by its Via Tritone store, close to the Spanish Steps and the Trevi fountain. Luxury brands in Italy have financially supported restoration efforts in Rome in a show of cultural appreciation.

Restoring Rome

Rinascente's Via Tritone location celebrated its inauguration in 2017 following more than 1,800 days of construction. 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.

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 ([see story](#)).



Inside Rinascente's Roman flagship. Image credit: Rinascente

Work on the nearby restoration project is expected to begin next year and continue through mid 2022.

Many Italian luxury brands have heritages that are deeply embedded in the capital city, often turning to Rome for inspiration. This has served as motivation for brands to financially support the repair of historic landmarks throughout Rome.

In 2014, as Bulgari celebrated its 130th anniversary, the jeweler pledged approximately \$2 million for the restoration of the Spanish Steps over a two-year period. The project began in 2015, and worked to restore the iconic Italian landmark to its former glory after the then-prime minister asked private investors to aid in maintaining monuments throughout the country ([see story](#)).

After funding the renovation of the Spanish Steps, Bulgari is expanding its efforts towards preserving Rome's heritage with a project to restore Area Sacra di Largo Argentina. The square will reopen to the public in 2021 ([see story](#)).

Italian fashion houses Fendi and Tod's have also supported similar efforts in the Italian city ([see story](#)).

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