

RETAIL

Loro Piana flips sales floor in Milan for Ghiera bag launch

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The new bag is inspired by Loro Piana's heritage of textile use. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

Italian cashmere label **Loro Piana** is beckoning shoppers toward a temporary retail space.

In light of a new product's January release, the brand has turned its Montenapoleone pop-up in Milan into a leather artisan's workshop. The boutique's shelves now house the Ghiera handbag, and its installation will remain live through Feb. 19.

Fresh drop

The new Ghiera handbag is inspired by Loro Piana's heritage of textile use: its shape is meant to resemble the rings of a fiber spinning machine.

Another nod to the maison's history is found across its finishings: handcrafted in Italy, the accessory's clasp takes cues from the signature ring-shaped pendant that appears on many of the brand's womenswear selections, while its minimalist look and sole flap comprise curved, continuous lines of cashmere and leather.



Leather workman tools are hung on the wall next to the Ghiera handbag. Image credit: LVMH/ARR

Dedicated corners of Loro Piana's salesfloor match this level of craftsmanship. Throughout, tools and leatherworking equipment are present. The props aim to transport visitors into an immersive vision of a proper atelier.

Rolls of leather swatches add splashes of color and texture, contrasting the store's wooden tones and interior accents in a

strategic merchandising move that places the newly launched Ghiera carrier front and center.



The Ghiera bag is the star of the limited-time offering. Image credit: LVMH/ARR

Open daily, Loro Piana's pop-up ([see story](#)) operates from the hours of 10:15 a.m. to 7:30 p.m.

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