

APPAREL AND ACCESSORIES

Ferragamo reopens design-centered women's boutique in Milan

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Entitled "Acquario," an artistic piece is undulated with turquoise discs and glass. Image credit: Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion house Ferragamo's reopening on Via Monte Napoleone in Milan stages unique interior touches.

Unveiled this past weekend, the new boutique features installations and artistic pieces, including a table adorned by blue ceramic fixtures and a matching wall. Put together by designer Andrea Mancuso of the Analogia Project studio, the creations bring together the visions of his gallerist, Nina Yashar, the store's architect Vincent Van Duysen and Ferragamo's creative director Maximillian Davis.

Aquatics and apparel

At just over 3,000 square feet, the shop brings together ideas of innovation, elegance and heritage.

Located inside the Palazzo Carrossola Grandi, a 15th-century palace, the boutique is splashed with cream shades and pops of vibrant colors. Stone floors, stucco walls and light-filled spaces nod to Italian interior aesthetics.

Clients can find a variety of women's stock, including footwear, accessories, perfumes, timepieces, ready-to-wear, bags and eyewear.



A new edition of the Hug Bag was released to celebrate the reopening. Image credit: Ferragamo

There are seating areas throughout and a lounge that promotes a relaxing luxury experience.

Meanwhile, a personalization service allows customers to take part in the booming trend. The perk offers initial monogramming that can be applied to exclusive products.

Among them, a special edition Hug Bag is a new version of the brand's signature purse. Those visiting the touchpoint can snag one in the fresh black-and-yellow color palette, complete with Gancini clasps.

Mr. Mancuso's centerpiece table is decorated with hundreds of cerulean ceramic pieces. The effect is aquatic, adding a dreamy feel to the entire space.

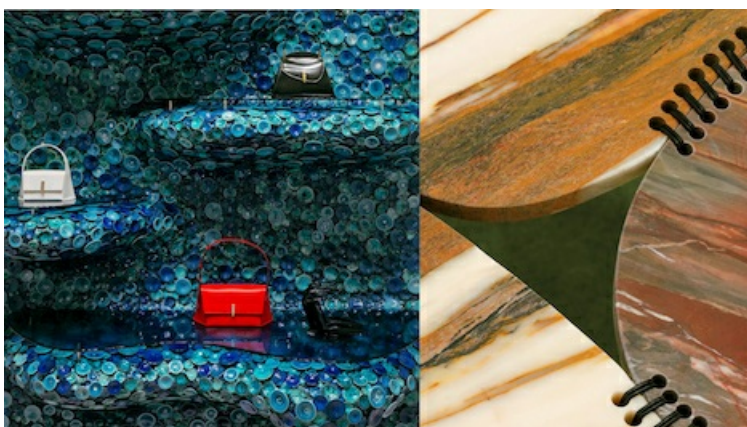
Mr. Mancuso shares his process with the world in Ferragamo's new video

The creative's studio applies this theme to a wall inside the boutique. Entitled "Acquario," the work is undulated with turquoise discs and glass, expressing movements from the natural world in a way that aligns with the organization's research-based approach to design.

On YouTube and social media channels, Ferragamo is bringing fans of the maison behind the scenes.

In a video done by director Nicol Terraneo, viewers can see the process of making the oceanic items. The talent behind Acquario talks about their mindset and what it took to translate the fashion brand's ethos into furniture.

Another artistic furnishing on-site, Low Table, was done by designer Andrea Anastasio.



From marine-inspired walls to stitched tables, the boutique features multiple imaginative installations. Image credit: Ferragamo

Appearing to be stitched together, different elements of the piece express his tradition of incorporating weaving, assemblage and collage into projects. Often transforming everyday objects and textures with a combination of handmade techniques and industrial processes, the Italian professional sees the domestic realm as a world where he can dive into the contradictions of humankind.

Tapping these figures extends Ferragamo's pattern of engaging with art, using it to uplift its designs ([see story](#)).