

RETAIL

Louis Vuitton relaunches Milan flagship with lifestyle additions

April 9, 2025



American architect Peter Marino is behind the design of the renovated space. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

French fashion house **Louis Vuitton** is merging heritage with hospitality on Via Montenapoleone.

The brand has reopened its historic Milan boutique, unveiling a comprehensive renovation that now includes the debut of Da Vittorio Caf Louis Vuitton, the DaV by Da Vittorio Louis Vuitton Restaurant and a dedicated LV Home Collection space. Designed by architect Peter Marino, the multilevel store features women's ready-to-wear, accessories, footwear, menswear and home dcor, making it one of the maison's most multifaceted retail destinations to date.

Retail renaissance

Inside, the reimagined space pays tribute to Italian craftsmanship through curated interiors, refined materials and contemporary artworks.

The reopening marks the introduction of Louis Vuitton's LV Home Collection to the Milan flagship, stocking a curated selection of furniture, lighting, textiles and objets d'art.

Louis Vuitton has also made various lifestyle additions to its floor plan, partnering with renowned Italian culinary family Da Vittorio to launch two food and beverage concepts therein.

Louis Vuitton Milano Montenapoleone. After three years of restoration, the House reopens its Milan address, where culture, heritage, and modernity converge. Discover the space at

<https://t.co/nsQEKGUSSCo#LVMilanoMontenapoleone #LouisVuitton>

Louis Vuitton (@LouisVuitton) **April 8, 2025**

Located in a lush winter garden-inspired courtyard, Da Vittorio Caf Louis Vuitton offers seasonal fare from lunch to late afternoon.

Meanwhile, the DaV by Da Vittorio Louis Vuitton Restaurant introduces a more elevated dining experience, placing an emphasis on conviviality and shared plates. Its menu draws on the use of fresh Italian ingredients while incorporating subtle references to

the brand's iconography and design ethos.

Louis Vuitton's Milan flagship is open from 10 a.m. to 8 p.m. Monday through Saturday and from 11 a.m. to 7 p.m. on Sundays.

Many luxury brands have leaned into hospitable retail expansions however in recent months, a select few, including Italian fashion label Prada ([see story](#)) and French fashion house Dior ([see story](#)), have either launched or announced plans for standalone food establishments featuring Michelin-starred talents and innovative concepts.

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