



Acne Studios Milan

## SHOPPING

Despite the presence of the esteemed fashion houses, there's more to Milanese retail than the cluster of brand-name boutiques on the famous Quadrilatero d'Oro. It's true that certain label lairs are worth a visit for the settings and design alone, like **Issey Miyake's** first Italian flagship store, which opened recently in the 19th-century Palazzo Reina in Via Bagutta. Miyake's go-to interiors guy, Tokujin Yoshioka, has created a minimalist floating world of white, silver, and primary colors between two original features: fading ceiling frescoes and a lovely terrazzo floor.

Also lurking in the area is **Nilufar Gallery**, a place that might stand as a symbol of the city's dynamic, whatever-works attitude toward established rules and categories. Of Iranian origin, owner Nina Yashar began her professional career selling antique rugs and tapestries, but later varied the formula

to include vintage modern furniture from Scandinavia and elsewhere. She has since shaken up the mix still further by launching her own limited-edition collection, championing up-and-coming designers such as Martino Gamper and Michael Anastassiades. In 2015, Yashar turned the industrial hangar north of Porta Garibaldi station, where she stockpiles finds old and new, into Nilufar Depot, a three-story warehouse of wonders converted by architect Massimiliano Locatelli into a balconied design theater. Needless to say, the furniture shows Yashar stages—such as this year's installation, inspired by a Giò Ponti apartment—are among the most popular at Salone del Mobile.

But most of the one-off shops are outside the Quadrilatero. Head for Corso Como, where former fashion magazine editor Carla Sozzani's emporium, **10 Corso Como**, is still

unerringly tasteful and predictive more than two decades after its foundation. This was the world's first true concept store (Paris's Colette, due to close for good this winter, didn't arrive until years later), and when it opened, in an erstwhile auto workshop, it redrew the map of Milan, dragging the creative class and the just plain curious to an area beyond Brera. Lunch at the courtyard café inside the multitasking fashion, design, publishing, and art factory is still an essential ritual.

Those on the lookout for interior design inspirations mixing industrial salvage and contemporary artisanship should also taxi toward two requisite addresses. **Rossana Orlandi** has an unerring eye for relevant retro pieces and the works of next-wave designers. The two mingle seamlessly at her namesake galleria, where a chair by Maarten Baas might nestle up against the neon letters of a 1960s shop sign.>



Smaller in scale but equally fascinating in its blend of old and new is Corso Magenta's Raw, antique dealer and interiors genius Paolo Badesco's Wunderkammer, which also now has a Brera branch.

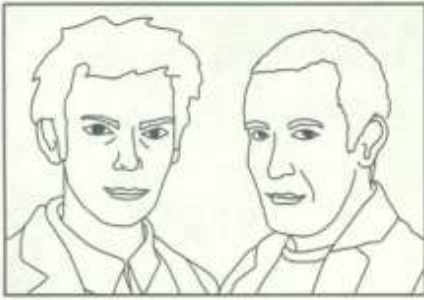
Speaking of Brera, the neighborhood known for its galleries and antique shops is these days positioning itself as the city's alternative design district. Swedish brand Acne Studios chose a quiet square, Piazza del Carmine, for its Milan debut. The facade, with its procession of arches on two sides, winks at the Gothic exterior of the red-brick carmine church that dominates the piazza. Meanwhile, Golran, a traditional Persian rug company that a few years back began collaborating with designers such as Piero Lissoni and Bertjan Pot, has become a key event venue during Salone del Mobile, along with the nearby Moroso showroom. Designers Britt Moran and Emiliano Salci, who have done perhaps more than anyone in recent years to inject the spirit of midcentury Italian classicism into contemporary furnishings and interiors, turned their offices in an 18th-century palazzo into Dimore Gallery. In a suite of elegant

rooms, work for clients that include Giulio Cappellini, Bitossi Ceramiche, and Golran is arranged in ever-changing tableau alongside selected vintage pieces that channel their seductive aesthetic.

On the sartorial side, other key Brera originals to note are Giosà, a tiny place chock-full of crocodile and other leather accessories in eye-bruising hues, and Vintage Delirium, as much a fashion archive as a second-hand clothing shop, where collector Franco Jacassi presides over an ever-changing selection of unique garments, accessories, and textiles from the 19th century through the 1980s.

Finally, don't turn your nose up at the classic department store La Rinascente; the main Duomo branch began a makeover in 2005 that has continued apace ever since. The basement Design Supermarket, styled by 1+1=1 Claudio Silvestrin Giuliana Salmaso Architects, is by far the best one-stop shop in town for takeaway design items that range from homeware and lighting to electronics and gadgetry.

Inside 10 Corso Como. (OPPOSITE FROM TOP) The Issey Miyake flagship store. A gallery at Rossana Orlandi.



**BRITT MORAN AND  
EMILIANO SALCI**  
DIMORE STUDIO

"**Wait and See** carries a top-notch selection of womenswear sourced from all over the world thanks to founder Uberta Zambelletti, who studied at the Royal College of Art in London, and has served as a fashion designer, stylist, and art director for several renowned labels. Founded by Irene Crocco, **Viasaterna's** exhibition program is the result of a partnership with photographer Benedetta Pomini. The gallery focuses on photography, but also explores every other form of contemporary art. For aperitifs, we like **Zucca** in the Vittorio Emanuele Gallery, which has artist Angelo d'Andrea's stunning mosaics and an inlaid bar crafted by cabinet maker Eugenio Quarti."

