

March 21, 2014

Brian & Barry Building Bows in Milan

By ALESSANDRA TURRA



A view of the Brian & Barry Building San Babila.

Photo By Courtesy Photo

Milan has added another hot spot to its shopping map. On Thursday, the new Brian & Barry Building San Babila opened its doors in the heart of the Italian fashion capital. Located on the corner of Via Durini and Via Borgogna, a stone's throw from the Duomo cathedral, the 64,586-square-foot department store occupies the 12 floors of a prestigious building designed in the Fifties by Italian architect Giovanni Muzio. BBB SpA — a company controlled by the Zaccardi family, which also owns men's wear label Boggi Milano — opened the Brian & Barry Building San Babila. “Our goal was to create a boutique department store with a wide offering, international and democratic, for a broad group of clients, both Milanese people and tourists,” said BBB SpA president Claudio Zaccardi, who along with his brothers Carlo and Roberto opened the first Brian & Barry boutique in Monza in 1985. A unit in Milan on the ground floor of the building, which currently hosts the new department store, followed in 2003. Designed by C&P Architetti and Studio Spagna interior design studios, the store features a minimal, industrial look, with concrete and glass walls, gray marble floors and a black metal staircase connecting the different levels. Four floors, realized in collaboration with Eataly, focus on food with a cafeteria, a pizzeria, a meat restaurant and an emporium, while Sephora opened a concept store with niche products on the second level. A jewelry floor also carries a selection of brands, from Dodo and Recarlo to Vhernier and Mattia Cielo. Four additional floors are dedicated to fashion. The fifth story carries a selection of established women's design brands, including Milly, Tibi, Issa London and Halston, along with a range of international emerging labels, such as Thomas Lieuvain and Paola D'Arcano. On the sixth floor, the store offers a selection of women's and men's contemporary and denim firms, including Maison Scotch, American Vintage, Leon & Harper, Seven For All Mankind, Adriano Goldschmied and Citizens of

Humanity, while the two upper levels are dedicated to men's formal and streetwear. The icing on the cake is the Asola Cucina Sartoriale restaurant, located on the top level with a great view of Milan and run by young Italian chef Matteo Torretta.