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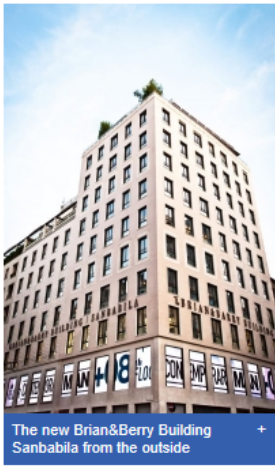
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BUSINESS NEWS



The new Brian&Barry Building Sanbabila from the outside

20 MAR. 2014

THE BRIAN&BARRY BUILDING SANBABILA DEBUTS IN MILAN

Today, the Brian&Barry Building Sanbabila has opened its doors in Milan, in Via Durini 28. The new 12-floor store occupies 6,000 square meters and will employ 200 people. The new concept aims to combine shopping and entertainment occasions, presenting a selection of single-brand boutiques as well as multi-brand areas, luxurious lounges, cafés, food markets and restaurant.



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Aim of the project is to showcase the finest Italian-made goods and enable shoppers to find the best of everything designed and produced around the world at diverse price ranges. The new location will be open from 10am to 10pm, seven days a week (a café will also be open from 7am).

The basement hosts home and design objects by Ecliss Milano and an area serving Italian-made piadinas. The ground-floor lobby welcomes visitors to the store, presenting Iwaboo technology products as well as Eataly Café, a key partner of this project. Plus, a large exhibition area in the lobby will be used for individual shows, events and special partnerships.

The first floor is a beauty section, made-up exclusively by Sephora with the first retail concept of its kind in the world, featuring a unique selection of products. A Jewels & Watches floor presents an assortment of the finest jewellery and watches brands and designers.

In addition to the floors, dedicated to top-quality Italian food, Rossopomodoro's freshly made and baked pizzas, food areas and the chic Asola restaurant, that offers special "tailor-made" cuisine by Chef Matteo Torretta, can be found in the store.

Further, the store hosts four floors – the 5th to the 8th - dedicated to women's and men's fashion, denim and – just debuting - streetwear.

The four floors dedicated to fashion occupy 1,500 square meters of the building and host about 200 brands, including designer brands such as Valentino and upper sportswear labels like Moncler for women, formal menswear, tailor-made apparel, sportswear and other premium denim brands. Supporting the tailor-made area will be a special consulting service by Denis Frison, a young contemporary menswear designer,

The entire 8th floor is dedicated to men's sportswear, denim and – just debuting – streetwear, thanks to a special collaboration between the owners of Milan's specialized sneaker store One Block Down. "Each of this store's floors is the expression of a world each consumer can be involved in and become part of. Though, the floor offering streetwear brands, aims to be the most innovative, international and research-minded floor of the entire department store, representing our next evolutionary step," commented buyers Andrea Galbiati and Cristiano De Lillo. This area of the store presents exclusive product partnerships of Brian&Barry with different sportswear and casual brands as well as a selection of renown apparel brands such as Edwin, Carhartt, Woolrich, Polo Ralph Lauren, Smith's, Edwin, Scarti-Lab, Stewart, President's, Denham, Stüssy and, under an exclusive distribution agreement, the Made-in-Italy premium sportswear brand HCS (Home, Clothes & Style).

The interiors of the entire store are decorated with mirrors, transparent crystal panels and walls, understated furnishings and elegant materials, all reflecting a minimal, chic and flexible retail concept.

"Brian&Barry has always been a pioneer in fashion retail. The idea of revolutionizing what we offer, by launching a megastore to meet different needs was a natural evolution," explains Claudio Zaccardi, president of BBB SpA, which also manages the Brian&Barry brand and Boggi Milano. "We set out to create a meeting place for Milan, bringing together outstanding products and services with a unique blend of cutting-edge products and a democratic shopping experience," Zaccardi continues.

The building of "The Brian&Barry Building Sanbabila" is located inside the historic 1950s palazzo, by architect Giovanni Muzio. The new department store concept was designed by C&P Architeti and Studio Spagna architecture studios, with the aim to be duplicated in other large cities around the world. Partners funding the project were Intesasanpaolo and Unicredit.

Maria Cristina Pavarini



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BRIAN&BARRY, MILAN

The Brian&Barry Building Sanbabila opened its doors in Milan, in Via Durini 28, on March 20. The new 12-floor store occupies 8,000 square meters and will employ 200 people. It aims to combine shopping and entertainment occasions, presenting a selection of single-brand boutiques as well as multi-brand areas, luxurious lounges, cafés, food markets and restaurants.

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The Brian&Barry Building Sanbabila
Milan, Italy



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