



CHENGDU FLAGSHIP STORE OPENING

Milan, February 17th 2014

Canali continues the brand's retail expansion in China with the opening of the Chengdu flagship store in the city's new luxury IFC Mall.

The 460 sq m boutique is the largest in China and the first to feature the Italian brand's new architectural design concept.

Sharp lines, warm materials and a close eye for detail enhance the sense of discreet luxury that permeates the setting and the overall effect is a clean, sophisticated style inspired by the rationalist architecture of the 1930s and constructivist art.

The Canali aesthetic is defined at first glance by the façade, which attracts the attention of passersby with a special backlit 3D rendering of the new Canali texture, while inside, the two-level store helps clients explore the brand's collections with a division into themed spaces identified by different materials, furnishings and fittings.

These areas are a gallery characterised by imposing glass display cases, a series of smaller rooms decorated in warmer materials, and the VIP Room where we offer our exclusive Su Misura service, which can be reached both from a polished steel staircase and directly through an entrance on the upper floor.

Free-standing fittings, fine marble finishings, crystal glass and fabric constructions, and dark-coloured ceilings imprinted with the Canali texture are the main features of a cutting edge ambience that gives full rein to the Canali tradition of fine tailoring.

CANALI

Canali, specialist in tailor-made luxury, has been a paradigm of Italian masculine elegance for 80 years.

Since 1934, it has been promoting the value of artisan know-how, as embodied by the "Made in Italy" approach in its true sense.

Mingling culture and history with style and taste Canali creates every time a masterpiece, a harmony of details in perfect balance, expertly hand-crafted, manifested in perfect wearability, extraordinary comfort combined with sophisticated elements.

Innovation to achieve aesthetic perfection, continuous renewal of styles, infinite care over the minutest detail and usage of superior quality fabrics constitute the Canali Tailoring Principle.

To enjoy the quality of fine tailoring to the full, Canali also offers "SU MISURA" garments with a classic sample book and, naturally, the finest selection of new fabrics available each season, together with specialized master tailors who can walk customers through fitting, personalization and styling.

In its third generation, CANALI today constitutes a design and manufacturing group, with its own production centers located in Italy, 1600 employees, 236 boutiques in the world, 1000 retail store in more than 100 countries.