

NEW FLAGSHIP STORE OPENING IN ROME

Milan, May 27th 2014 - Canali opens the brand's first Italian boutique designed around the new architectural concept in the heart of the country's capital.

This new retail space highlights the company's ongoing commitment to expanding its retail network, which, since the start of the year, has already seen some major new openings, particularly in China and India.

This evening the official opening of the store, located in a historical building, will be celebrated with an exclusive cocktail party.

Covering a surface area of 250 sqm on two floors, the flagship store is situated in a strategic position in the city centre, with its main entrance on via del Babuino, the epitome of luxury, a second entrance on via dell' Orto di Napoli, and display windows that extend into via Margutta. The boutique also has an extensive terrace looking out over via Margutta.

With its origins in the rationalist architecture of the 1930s, the new architectural concept has been adapted perfectly according to the original plan of the building, which contains a series of unique spaces and has a spectacular marble staircase. The discreet luxury of the setting, defined by the choice of linear, formal shapes and prized materials that exude warmth, all details, reflects the refined tailoring of the suits. The two-level space is divided into theme areas that offer clients the opportunity to discover different ways to interpret elegance.

The service offered is at its most exclusive on the upper floor. Here clients can create a Made to Measure suit, purchase exclusive outfits or relax in the VIP Room with direct access onto the magnificent terrace that looks out over the historical buildings in the centre of Rome.

Free-standing furnishings, fine marble cladding and crystal glass and fabric structures are the distinctive features of a luxurious, welcoming and contemporary setting that expresses the tradition of fine hand tailoring for which Canali has been famous the world over for 80 years.

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.