

NEW HONG KONG OPENING

Milan, April 14th 2014 - Canali continues to expand with a new boutique opening in the Pacific Place luxury shopping mall, a strategic location offering 711,000 sq m of fashion, lifestyle and food to sophisticated international customers. This new opening follows close on the heels of the successful inauguration in Wheelock Place, another cathedral to luxury shopping, which is already beating traffic forecasts after only a few months in business.

The 180 sq m space in Pacific Place features the brand's new design concept, inspired by the rationalist architecture of the 1930s and constructivist art.

The boutique is divided into two clearly distinct theme areas to show off both the fine tailoring of the formal collection and the elegance of the casual range to their best advantage. In one, the rigour of marble and the Canali texture's distinctive motif provide an ideal backdrop for the sophisticated, resolute lines of the suiting, while in the other, the carpeting and backlit crystal glass underscore the comfort and soft shapes of the leisure offering.

And to make the Canali experience even more unique, a drawing room setting provides the perfect ambience for private shopping and the exclusive Made to Measure services.

This elegant, sophisticated boutique strengthens the brand's presence in the Hong Kong-Macau-China triangle, highlighting the strategic importance of this constantly growing and evolving market where today Canali has 60 stores in 37 cities.

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 seven centers of production located in Italy, 1600 employees, 236 boutiques in the world, 1000 retail store in more than 100 countries.