



[WHAT'S NEW IN THE CITY]

## New Openings



### Woolrich

America's oldest manufacturer of outdoor wear has opened its first flagship store in corso Venezia. The boutique offers visitors an experiential journey into the Woolrich world of contemporary outdoor, including its coveted City and Outdoor collections. The entrance welcomes customers into a ' Lounge Area' featuring a museum celebrating the history of the brand, a 'Custom Area' where an expert is on-hand to make alterations or to decorate and personalize items and, lastly but certainly not least, the innovative 'Extreme Weather Experience Room' where customers can experience first-hand the comfort and protection offered by Woolrich parkas at temperatures of -10°C.

[www.woolrich.eu](http://www.woolrich.eu), Corso Venezia, 3, Map G4



### Montblanc

Recognized throughout the world as a luxury brand of writing instruments, watches, leather goods, accessories, fragrances and eyewear, the maison has chosen the prestigious location of Galleria Vittorio Emanuele II for its new boutique. Overlooking Piazza del Duomo, Montblanc introduces a new concept, at its latest space, featuring an elegant, dynamic retail environment based on a balanced blend of contemporary design and classic elegance inspired by its longstanding tradition of craftsmanship.

[www.montblanc.com](http://www.montblanc.com)  
Galleria Vittorio Emanuele II, Map F4

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### Giòsa Milano

**BEST BUY** La Bottega del Coccodrillo, a go-to address for luxury handmade products created with premium quality crocodile skins in the heart of Brera, has been given a makeover. Giorgio Santamaria is a master of this art, and oversees each stage of the process from the choice of skins to the tanning, dyeing and finishing of each piece to create exquisite customized items.

[www.giosamilano.com](http://www.giosamilano.com)  
Via Crocavo, 6, Map F4



### Estée Lauder

US cosmetics group Estée Lauder has opened a new beauty destination located in the heart of Milan in via Dante. The interiors and retail concepts of the store's first European standalone boutique were conceived at Estée Lauder's New York headquarters to recreate its atmosphere in Italy. The store offers a rich menu of services ('Fondotinta perfetto', 'Party Mask', 'Sopraciglia che persiste' and 'Click and Collect' to mention a few), as well as professional beauty consultants.

[www.esteelauder.it](http://www.esteelauder.it)  
Via Dante, 7, Map E4

### Caractère

Featuring eight window displays, Italian brand Caractère recently opened its prestigious new flagship store in piazza della Scala. Inspired by an international feel, Caractère has been the go-to address for fashion-conscious women renowned for their contemporary style, originality and passion since its inception. Over the years, celebrity faces like Carla Bruni, Valeria Mazza, Eva Riccobono and Helena Christensen have testified to its success.

[www.caractere.it](http://www.caractere.it)  
Via Verdi, 2 corner of via Manzoni, Map F4



### Nero 9

A perfect blend of traditional, high-class Italian culture and trendy, up-to-the minute art and design. This is the new format adopted by Nero 9, a restaurant and gallery located in the historic Brera district. In addition to its signature offering of highly select Tuscan Chianti beef, either baked in the oven or grilled over an open grill in the dining room, the menu features an array of seasonal products and traditional Italian recipes. In parallel, the locale offers customers a chance to view top-level art exhibitions, thanks to the proprietors' genuine passion for contemporary art.

[www.nero9milano.com](http://www.nero9milano.com)  
Via Antifeo, 9 corner of corso Garibaldi  
Map E3



### 19.26

A charming bar, lunch, an aperit in Garibaldi/Cs vintage and me with seasonal, I the past, review or post-movie r from the Antao of sparkling it

[www.1926bar.com](http://www.1926bar.com)  
Via Milano, 6, 1

## L'Ov Milano

Scrambled, fried or poached! Eggs take centre stage at L'Ov Milano. It's open for all-day dining, including breakfast, lunch, tea, snacks, aperitivi and a brunch on weekends, all accompanied by the soothing background sounds of jazz and swing. In addition to its viale Premuda locale in piazza S. Girolamo, L'Ov Milano recently opened a bistro in the Tortona district featuring an international, retro atmosphere enhanced by original exposed bricks, grey-green walls typical of New York during the 1930s, and period-style Milanese furniture. A must-visit venue for egg lovers and for those in search of a warm, welcoming relaxed atmosphere.

[www.ovmilano.com](http://www.ovmilano.com), Via Solari, 34, Map C6



[www.wheretraveler.com](http://www.wheretraveler.com) 19