



BRIONI CELEBRATES THE OPENING OF ITS FIRST STORE IN CHENGDU

Brioni today announced the opening of its first direct-operated store at the Chengdu International Finance Square, marking an exciting step in the expansion of the Italian couture brand in China.

Conceptualized as a luxury Italian residence in the fashionable city of Chengdu, the new Brioni store is a fusion of elegant European aesthetics with graceful Chinese accents, including bamboo wood, lacquer and classic Chengdu red. The bold spirit of Chengdu as a fashion capital is expressed in carpets by renowned Genoese manufacturer M.I.T.A. and complemented by furniture reflecting the eras between the 1950s and 1980s.

The spaces in the store are composed of three separate areas dedicated to formal wear, leisure wear and accessories. The store concept showcases Brioni's heritage and traditions, and is a destination point as much as a gallery of luxury clothes, creating a meaningful connection with the customer seeking a uniquely understated shopping experience.

To celebrate the opening, Brioni is presenting a limited capsule collection that incorporates a nonchalantly relaxed Italian aesthetic with bold color palettes. The inspiration for the collection comes from the perspective of a Brioni tailor who travels from Rome and, inspired by the dynamic character of Chengdu, creates a collection that merges the best of Italian craftsmanship and materials with the future-forward spirit of the city. Each item in the capsule collection features an element of gold as a symbol of good luck and prosperity, and is presented in special commemorative packaging.

The opening of the Brioni store in Chengdu spearheads an expansion of the luxury brand in China, with two more stores slated to open by the end of the year, in Wuhan and Shenzhen respectively.

FOR FURTHER INFORMATION

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