

LuisaViaRoma opens new headquarter in Milan

Milan, April 2024 - LuisaViaRoma opens its new Milan headquarters in a unique location in the heart of Milan, fusing tradition and innovative aesthetics, reflecting LuisaViaRoma's distinct style. The elegant palazzo in Via Spadari 2 houses the new LuisaViaRoma HQ that will include not only offices, but also versatile showrooms and an exclusive suite dedicated to top clients.

The choice of Milan as the destination of this new space underlines LuisaViaRoma's strategy to expand, since it now extends to the multi-functional space of approximately 500 square meters, which embody the aesthetics of the prestigious luxury fashion e-tailer. The flagship store in Florence, founded in 1929 by the Panconesi family, continues to be a symbol of innovation and creativity— values that are also reflected in the décor of the new Milanese offices.

The natural iron and brass display structures in the showrooms contrast with wall-mounted works of art by renowned artists including Concetto Pozzati, Michael Staniak and Andrea Galvani from the SECCI Gallery collection. The natural illumination highlights both the clothing on display and the furnishings creating the perfect harmony between fashion and design, thanks to pieces by Mario Bellini, Cassina, Verner Panton, as well as complementing pieces by Polspotten and Kartell.

The focal point of the entire space is the suite dedicated to top clients, which was conceived as an exclusive place to showcase luxury garments and accessories. This dynamic space includes a fitting room and a Glam Station, and was designed to facilitate interaction with the press, talent and top clients.

[Link to download images here](#)

About

LUISAVIAROMA

LuisaViaRoma is one of the world's leading luxury fashion e-tailers, founded in 1929 by the Panconesi family with the opening of a small hat boutique in Via Roma in Florence. Today, the flagship store is still a symbol of artistic thinking and experimentation. With a pioneering approach, in the early 2000s LuisaViaRoma launched LUISAVIAROMA.COM, a digital platform that makes luxury fashion accessible and revolutionizes the way it is experienced by combining e-commerce with cutting-edge concept stores. LuisaViaRoma offers a selection of men's, women's and children's clothing and accessories, beauty products and homewares, with collections from over 500 international luxury brands including Gucci, Saint Laurent, Moncler and Valentino. LuisaViaRoma is also dedicated to sustainability. In 2019, it introduced LVR Sustainable, a section dedicated to the leading conscious products and brands in fashion. This initiative allows clients to make environmentally responsible choices without compromising on style. LuisaViaRoma is dedicated to social and environmental causes and constantly collaborates with non-profits, organizations and related brands.