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AVERY PERFUME GALLERY @ EXCELSIOR MILANO

UNO SPAZIO DI "MARAVIGLIA" E DI BELLEZZA CONTEMPORANEA.



Opening at Excelsior, in the heart of Milan, is an experiment that is visual and conceptual, more than a retail experience.

"A new concept is created in niche perfumery, where it is not the brand and packaging that dictate the choice - explains Celso Fadelli, CEO of Intertrade Group - as much as the sensibility and the quality of the offer and the play between well-known brands and discovery. All in extraordinary surroundings with a manic attention to the experience of the customer and the visitor."

Excelsior, the luxury department store launched in 2011 by the Coin group under the artistic direction of Maurizio Purificato, is acknowledged as Milan's key fashion shopping destination, both for Italian customers as well as the numerous visitors who come every day from throughout the world.

"Innovation and research, these are the distinctive qualities of Excelsior Milan. We'd like our visitors to live true shopping and lifestyle experiences every time they come to our store, that's why we've decided to restyle the ground floor. A new olfactory and visual itinerary that will excite the senses of all our customers" explains Maurizio Purificato, Creative Director of Excelsior.

Avery Perfume Gallery is a new dimension in niche perfumery and research created by Intertrade Group. A fully olfactory concept, introduced into a context of high aesthetic tension. A genuine Wunderkammer of almost 200 meters, whose displays look out over the small and delicious Piazzetta Beccaria, reated by Cristiano Segnanfreddo, Business Partner of Intertrade Group and project creator of Avery Perfume Gallery, together with Celso Fadelli, CEO di Intertrade Group..The walls become magnificent curtains that recreate the atmosphere of a sublime Milanese residence in a kaleidoscopic surrounding. An opulence almost of times past though moderated by modern day changeability provided by the installations of the irreverent works by the great epoch-making artists Fluxus. "We have created a space of timeless wonder. Free from mass-market conventions and logic. Majestic and bizarre in its own way. A game of beauty and of continual contamination with other arts, which looks at knowledge" explains Cristiano Segnanfreddo, President of Agenzia del Contemporaneo, Business Partner of Intertrade Group and project creator of Avery Perfume Gallery, together with Celso Fadelli, CEO di Intertrade Group.

There are, in fact, continual references to the contemporary with a rotation of micro and macro installations, with artist videos of impressive scenic dimensions as well as outsize furnishings and drapes created with textiles manufactured by **Bonotto**. The perfumes will be sampled from special boules and personalized olfactory showcases. The space will also host a rich calendar of exhibitions and talks. It is therefore not so much a concept store as a space of fascination.

Info: <http://www.averyperfumegallery.com>

PHOTOGALLERY News

