

## VERSACE HOME MILAN, ITALY

Vudafieri-Saverino Partners has developed the concept and interior design for the first Versace Home flagship store in Milan. The space covers an area of over 500 square metres right in the heart of Via Durini, the city's main destination for luxury design. Produced and distributed in partnership with Luxury Living Group, the label's new creations are showcased in a distinguished historic palazzo, whose architecture evokes the elegance of the Versace residences. Claudio Saverino and Tiziano Vudafieri's architecture studio, based in Milan and Shanghai, boasts extensive experience in the luxury retail sector and has worked with names such as Delvaux, Pucci, Tod's, Moschino, Sonia Rykiel, Clergerie, Jimmy Choo, and Buccellati.

An important aspect of the design is its duality of classical and contemporary. The elegant and historic Via Durini residence is particularly well-suited to this polarity: the palazzo's classical architecture is paired with details that offer a nod to contemporary design. Industrial detail is used to revisit the label's distinctive symbols and shapes, resulting in an eclectic space. This mix of styles fully reflects the personality of this legendary Italian label, whose collections combine classical design with a passion for innovation and the contemporary. Vudafieri-Saverino has created a unique and iconic concept that showcases the Versace Home collection designed by Ludovica and Roberto Palomba in collaboration with Donatella Versace and that provides a fabulous template for the brand's future showrooms.

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