Ralph Lauren opens new flagship in Milan

By Jennifer Braun - November 18, 2021

Ralph Lauren unveiled on Wednesday a new flagship store in Via della Spiga, in the heart of Milan’s “Quadrilatero della Moda”.

The ‘World of Ralph Lauren’ store covers five floors and spans nearly 16,000 square feet. It houses Ralph Lauren’s Men’s, Women’s and RRL brands, as well as the brand’s first hospitality experience in Italy – The Bar at Ralph Lauren.

A central staircase connects all floors and brands housed in the building starting with the RRL line displayed on the ground floor, followed by Men’s Polo and Accessories on the first floor and Purple Label and Made-To-Measure on the second. Womenswear takes over the top two floors and features Polo, Accessories and Collection. To complete the offering, a selection of Home gifting and decorative accessories is also available throughout the store.

Finally, on the ground floor, the bar offers uniquely American service and cuisine with a Milanese twist inspired by Ralph Lauren’s personal favourites including the classic burger and iconic mini lobster rolls, and a selection of vintage wine and bespoke cocktails. The Bar will equally be open throughout the day.

The interior is characterized by traditional materials of tumbled limestone and terracotta, and reclaimed wood floors paired with wood panelling accented with bronze, aged brass and wrought iron. Meanwhile, vintage objects, iconic artwork, antique furniture and custom millwork is housed throughout. The new Milan flagship store will also be accessible on a global scale via an immersive shopping platform – the RL Virtual Experience, as of early December.

“There is something about Milan that touches me—its timeless beauty, its winding cobbled streets, the patina of ancient facades, the sound of bells marking the time of day and a way of living imbued with traditions of both past and future,” said Ralph Lauren, in a statement.

“These are the things that inspired me to share my world of fashion and hospitality in the heart of Milan in the
beauty of a Milanese residence and The Bar at Ralph Lauren—a place to gather and enjoy a morning coffee or an evening aperitivo in the intimacy of a romantic courtyard."

The brand previously had a store on Via Montenapoleone, which first opened in 2004 and later closed in 2015. The Milan flagship store opening builds on expansion plans across Europe, Asia and North America.

Recent store openings in Italy include a Ralph Lauren store in Forte dei Marmi and Polo Ralph Lauren store in Florence, which was proceeded by openings across the region including in Rome, Turin, Bergamo, Bologna, Catania, Palermo and Padova.

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