

AS OF 17 JANUARY 2015, MILAN'S VIA GESÙ BECOMES "LA VIA DELL'UOMO" A GENTLEMEN'S ROW, THE EPICENTER OF MEN'S ITALIAN LIFESTYLE

The companies which have chosen Via Gesù as the destination for their top international clientele are: seven luxury menswear and accessories brands: **LUCIANO BARBERA, BRIONI, CARUSO, DORIANI CASHMERE, KITON, STEFANO RICCI**, and **ZILLI**.

three master shoe crafters: **BARRETT, DOUCAL'S**, and **SILVANO LATTANZI**.

an atelier/concept room for menswear style culture and research: **UMAN**.

two prestigious tailoring establishments: **TINDARO DE LUCA** and **MARIANO RUBINACCI**.

an utterly *haut de gamme maison* : **VERSACE**.

one historic multibrand stores, specialists in Milanese elegance for men: **TINCATI**.

the jet set's Neapolitan shirtmaker: **BARBA**.

ACQUA DI PARMA.

SALVATI jewelers, with a chic vintage watch corner.

Milan's only 5-star luxury hotel located in a 15th-century ex-convent: the **FOUR SEASONS**, with its **LA VERANDA** dining venue in the Cloister and its **SPA** in the ancient cellars.

IL SALUMAIO, the world's only "pork specialist" plus restaurant located in a historic house museum, that of early 20th-century Milan's most elegant men-about-town and collectors, the **BAGATTI VALSECCHI** brothers.

Differently from other places around the world that come to mind in connection with men's elegance (for example, Savile Row or Jermyn Street in London), which are totally deserted after the shops close, Via Gesù is also the home of numerous **RESIDENTS**.

Upper middle-class Milanese families, such as the Bagatti Valsecchis, who have been living here for generations and who still enjoy their "secret gardens" that so fascinated Stendhal.

Via Gesù, linking Via Spiga at its north end to Via Montenapoleone at its southern extremity, is only 270 meters long. An ideal destination for a man with little, precious time to spend indulging his preferred extravagance: enjoying **the Italian lifestyle in its truest sense**. Here, one can stroll past buildings made to the measure of man, exhibiting incredible stratifications of history, taste the most delicious products of Italian gastronomy, retreat to the rooms of an ex-convent, or relax at a full-service spa chiseled into the rock – and above all, dedicate oneself to the most Italian of men's pleasurable pastimes: fine dressing.

To promote this Milanese enclave, an emblem of *Made in Italy* excellence, Via Gesù has formed a consortium representing all those whose lives and activities look out on the street and is launching the **"LA VIA DELL'UOMO"** promotional project, an initiative which, for once in Italy, benefits everyone and not only those having to do directly with its object. We hope that Via Gesù will come to represent "added value" for the entire city of Milan and, in the upcoming EXPO year, a boutonnière to be worn with style and pride by all of Italy.

The President of the Consortium is Ms **SCIAKÈ BONADEO**, in representation of the residents; she is flanked by **VINCENZO FINIZZOLA**, General Manager of the Four Seasons Hotel Milano for Hospitality and by **UMBERTO ANGELONI**, President and CEO of Caruso, who launched the project back in 1998 when he was CEO of Brioni.

PITTI IMMAGINE, as ever attentive to the most forward-looking in Italian Lifestyle projects, is the first organization to lend its sponsorship to the **"LA VIA DELL'UOMO"** project.

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