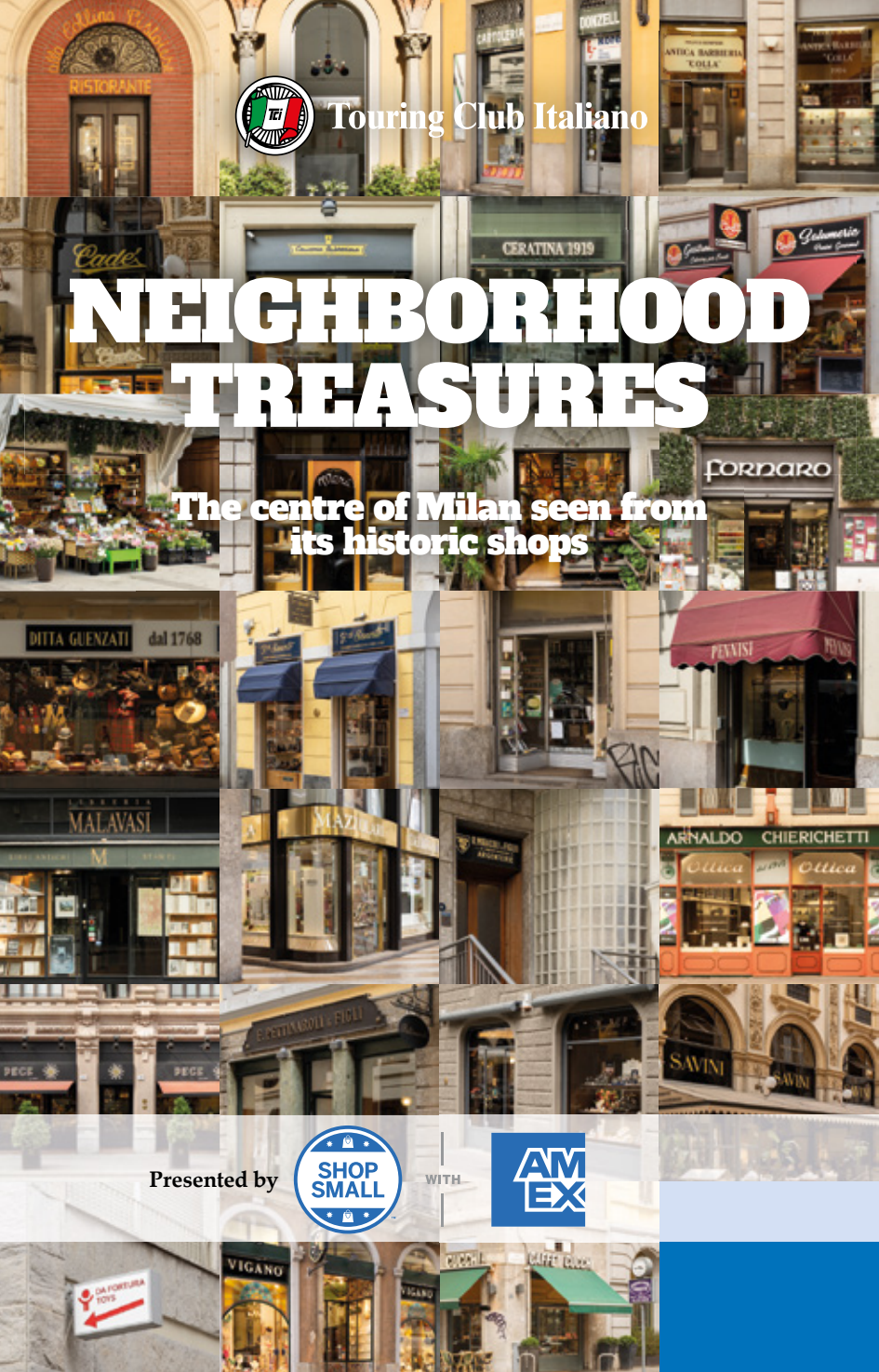




Touring Club Italiano

# NEIGHBORHOOD TREASURES

The centre of Milan seen from its historic shops



Presented by



WITH





**Touring Club Italiano**

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**The centre of Milan seen from  
its historic shops**

Presented by



WITH



In collaboration with



# Shop Small by American Express supports Milan's historic shops

**H**istoric shops constitute an extraordinary cultural as well as commercial heritage.

**Day after day, they make the excellences of Italian craft production** accessible to visitors from all over the world, enriching the streets they are in and sometimes turning them into "iconic city locations".

**A "bespoke" approach allowing to meet the needs** of individual consumers. Although constantly evolving, they remain true to their tradition, **helping to hand down the culture of our cities**, to future generations. Nor can we ignore a social function from the ability to forge stable personal relations with local residents to consolidating their shops as sought-after rendezvous.

Each of them has over 50 years of experience, conserves original furnishings and is of major historical, architectural and urban interest.

Behind every shop there's a story, a product and a person – a micro universe to be discovered, and that speaks of Italy's past and, more importantly, of its present.

One that must be a part of our future and given concrete support. This highly relevant topic sees institutions and professional associations engaged in a constant dialogue and developing initiatives that favour the conservation of the cultural wealth.

**This is why American Express, which has supported small businesses for years with its Shop Small initiative**, decided to dedicate this guide to these shops and lend a voice to the owners and consumers as it describes them in an authentic and

innovative manner to local residents and tourists. American Express chose in particular to illustrate the shops in Milan's city centre, the bustling heart of businesses that have gone down in the history of the city and are an attraction for visitors from all over the world.



**We achieved this by working with Confesercenti**, the Italian business association that has always promoted local shopping, and by drawing on the experience of an exceptional narrator, Touring Club Italiano, which has been illustrating Italian excellences since 1894.

**Explore the unique stories on the following pages**, those of fourth-generation artisans and tiny shops become desirable boutiques, confident that they will inspire and spark your curiosity.



# Exploring Milan's historic shops

Timeless Traveller  
pagg. 18-25

City Explorer  
pagg. 40-47

Il numero in carta localizzata  
le botteghe secondo l'ordine  
di presentazione in guida  
nelle rispettive categorie.

## Hidden away in the cobbled streets and busy squares of Milan's vibrant city centre

are the real gems of artisanal history and culture that are the city's historic shops. Custodians of age-old crafts and knowhow handed down from generation to generation, they are one of the city's most authentic and fascinating features.

Each and every one exudes the passion and devotion they put into every object, product and detail. In them, time travels at its own pace and they possess a unique history featuring stories about the families, their successes and their strong bond with the local area and community.

Turning the pages, you will not find a mere description of the shops but the story behind what drives the existence of these bastions

of knowhow and the collective memory.

As you admire the display cases of an antiquarian bookshop, pursue the unmistakable aroma of an artisan pastry shop and the scents of a perfume shop or are charmed by the friendly atmosphere of a shirtmaker's, you will gain a sense of being in a parallel dimension where the human relationship and attention to detail lie at the very heart of everything.

## A tribute to the role played by the shops that come with the city

Since 2020, Shop Small ([americanexpress.it/shopsmall](http://americanexpress.it/shopsmall)) has been promoting and supporting small businesses in Italy and is behind the American Express decision to produce a guidebook to highlight these iconic locations, narrating their

history and the intriguing facts and secrets that make them unique, as too the passions that drive them – heard through the voices of their owners – to encourage residents and tourists alike to visit. Every shop is a window on a past that remains alive and dynamic in the hands of those who, with enthusiasm and devotion, keep their professional traditions alive and project them into the future.

The following pages invite you to explore and rediscover 27 time-honoured small shops in the city centre, divided into four groups that fit four different consumer profiles – Timeless Traveller, City Explorer, Lifestyle Passionate and Stylish Professional – as seen through the contemporary eye of digital creators Erica Pasquetto & Nicola Fabris.

(@onderoaders) and Alberto Soiatti (@alberto\_soiatti), who helped create this guide. Every detail tells a story of commitment, dynamism, sacrifice and love for the profession.

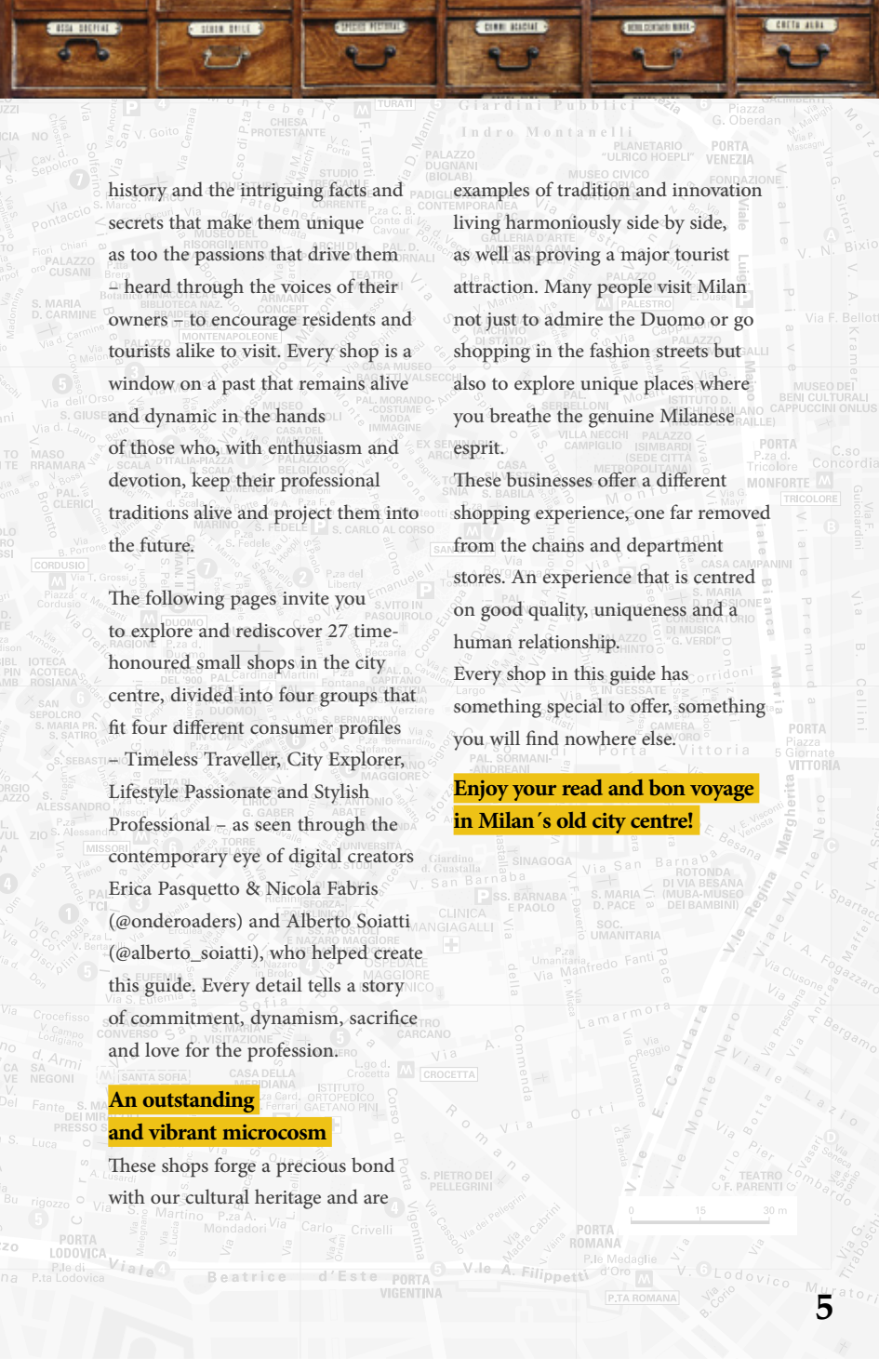
**An outstanding and vibrant microcosm**

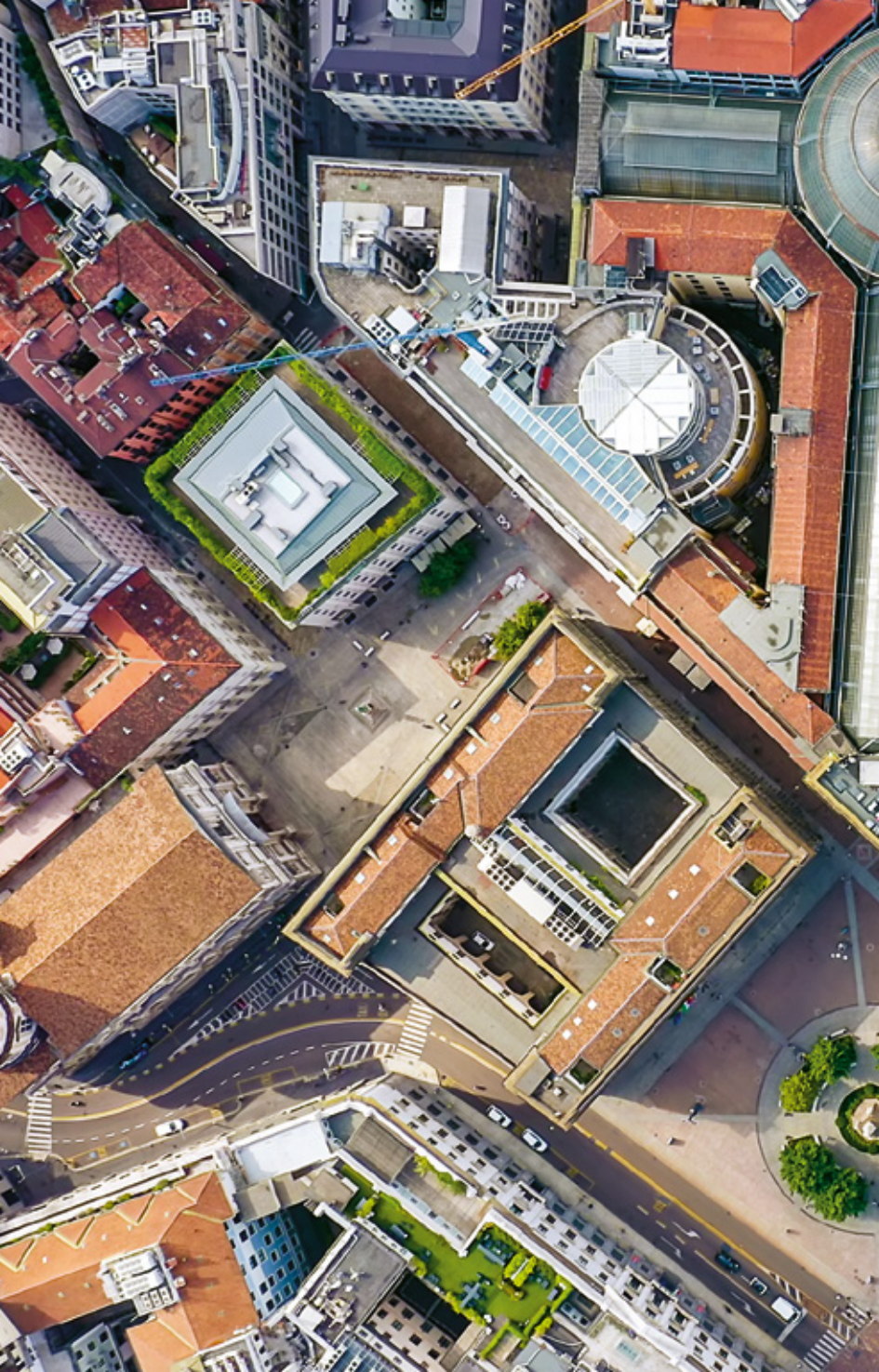
These shops forge a precious bond with our cultural heritage and are

examples of tradition and innovation living harmoniously side by side, as well as proving a major tourist attraction. Many people visit Milan not just to admire the Duomo or go shopping in the fashion streets but also to explore unique places where you breathe the genuine Milanese esprit.

These businesses offer a different shopping experience, one far removed from the chains and department stores. An experience that is centred on good quality, uniqueness and a human relationship. Every shop in this guide has something special to offer, something you will find nowhere else.

**Enjoy your read and bon voyage in Milan's old city centre!**









Milano



# Contents

## Timeless Traveller

Alla Collina Pistoiese	18
Cadè	19
Drogheria Grossi	20
Fortura Giocattoli	21
Frutteto Via Ciovasso	22
Libreria Malavasi	23
Merù	25

## City Explorer

Amleto Missaglia	30
Caffè Pasticceria Cucchi	31
Cartoleria Donzelli	32
Casalinghi Fornaro	33
Civelli	34
Viganò	35

## Lifestyle Passionate

Antica Barbieria Colla	40
Ceratina	41
Frutteto Garibaldi	42
Gioielleria Pennisi	43
Miracoli Romeo & Figli	44
Peck	45
Profumeria Mazzolari	47

## Stylish Professional

Camiceria Ambrosiana	52
Ditta Guenzati	53
F. Pettinaroli	54
F.Ili Sanvito	55
Ottica Chierichetti	56
Sangalli	57
Savini	59



# Enhancing the hidden treasures of Milan

Discover Milan's hidden gems with our exclusive guidebook featuring a selection of time-honoured shops in the heart of the city. This unique initiative promotes awareness and appreciation of these local treasures, inviting consumers to explore and support Milan's small shopping excellences.

## Four categories for four consumer profiles

The 27 shops selected have been divided into four categories, each designed to respond to the behaviours and needs of different consumer profiles. Immerse yourself in the atmosphere and experiences that intrigue you the most:

### Timeless Traveller

Perfect for visitors eager to explore a traditional and original Milan.

### City Explorer

Ideal for curious residents looking for products and services that offer unique and authentic experiences.

### Lifestyle Passionate

For those with sophisticated tastes, always seeking a premium offer and with a strong focus on the latest lifestyle trends.

### Stylish Professional

Designed for professionals who insist on elegance and artisan expertise for their work life.

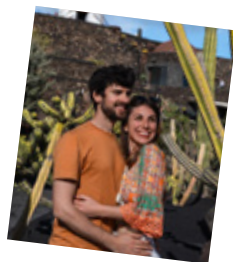


## A contribution in inspiring the story

For an even more compelling experience, three profiles of special consumers known by a more social audience have helped tell the stories of these shops:

### Erica Pasquetto & Nicola Fabris (@onderoaders)

These two young travellers from Padua post their experiences on social media. They will explore the **Timeless Traveller** and **City Explorer** categories, sharing their adventures with followers.



### Alberto Soiatti (@alberto\_soiatti)

This lifestyle creator and entrepreneur from Novara is also a fashion and motorcycling enthusiast. He will guide readers along the **Lifestyle Passionate** and **Stylish Professional** paths, highlighting Milan's ultimate quality and elegance.

## Join us on this journey

Come with us and discover the historic shops of Milan. Be inspired by the stories, people and traditions to live an unforgettable experience.

- Timeless Traveller  
pages 18-25
- City Explorer  
pages 30-35
- Lifestyle Passionate  
pages 40-47
- Stylish Professional  
pages 52-59

The map numbers indicate the shops in their order of presentation in the categories.





UNIVERSITÀ COMMERCIALE "LUIGI BOCCONI"





# Timeless Traveller

## Pieces of history

Milan's historic shops are snapshots of history in the making, embedded in the city's urban fabric but happy to reveal themselves to anyone eager to peer into its every corner and who come to the city to track down its lesser-known spots. For the true traveller, each of these shops is a chapter in a book packed with stories and traditions that mix seamlessly with the present.

## A meaningful purchasing experience

For visitors keen to get to know Milan through its most quintessential ambiances, visiting exhibitions and museums, and tracking down unusual activities, a purchasing experience in one of these shops brings with it an abundance of history and meaning. It is not just a moment of shopping because such travellers desire more than a selfie in front of the Duomo. They are not here to "visit" Milan, they want to "live in" it, maybe just for a day, and know that every instant will provide a snapshot of the real Milan to take home with them.

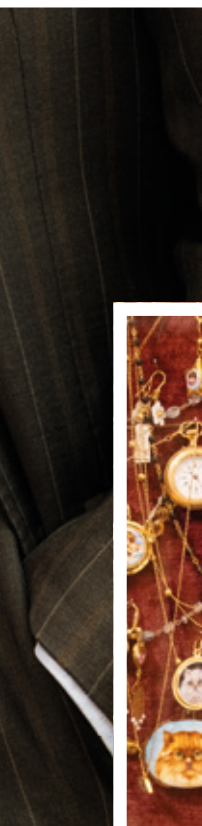
## Oasis of authenticity and local identity

In times when standardisation increasingly blurs the boundaries, historic shops represent oasis of authenticity and local identity worth exploring and preserving. For the timeless traveller, they are places where you can discover and connect with the history and culture of a city as fascinating as Milan.

@onderoaders







# Alla Collina Pistoiese



FIRST OPENED IN  
1938



INFO  
Via Amedei 1  
tel. 0286451085  
[allacollinapistoiese.it](http://allacollinapistoiese.it)

Do not be confused if someone invites you to the Alla Collina Pistoiese (*hill of Pistoia, a Tuscan town*) restaurant and you find yourself in Milan city centre. That is where it is located and it is a historic truth. In 1938, a Tuscan from Fucecchio called **Pietro Gori** opened a restaurant on Via Amedei, in the very heart of Milan's city centre. Two generations later the Gori family is still there – providing a guarantee of quality, a great reception and authenticity. Milan has changed in recent years and

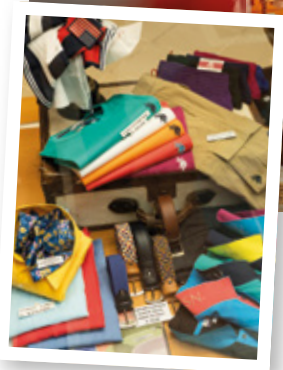
especially its restaurant offer, but the Alla Collina Pistoiese retains its equilibrium thanks to a magic formula. Preserved and handed down for more than 80 years, it is a mix of loving what you do, a considered choice of ingredients and their preparation in the kitchen, a focus on innovation without detracting from a proud respect for its origins plus sensitivity and tact when responding to a customer's needs. And all feel welcomed as if into a home, be they regulars or chance newcomers. The menu is intentionally straightforward and far removed from any gratuitous affectation. Its declared reference is the Tuscan tradition of surf and turf – with a special mention of the grilled meats, fried dishes and artichokes, expressed in many sublime variations – but without omitting tributes to traditional Milanese dining such as risotto, schnitzel and *ossobuco*. The wine list is a grand tour of Italy.

All the 1960s-70s' footballing photographs on the walls tell the story of Pietro's son, **Bobo Gori**. He was a leading light of that football era and held the far from trivial record of having won three championship titles with Inter, Cagliari and Juventus.



# Cadè

Not many of the surviving small established brand names can boast a shopwindow in the Galleria Vittorio Emanuele, now invaded by the big national and international names. One that has been there in Milan's greatest rendez-vous since 1926 sits between Camparino and Yves Saint-Laurent. Cadè is a legendary men's outfitter's that makes the odd exception for ladies in the form of scarves and shawls. The name centres on a crasis of the initial syllables of the founding couple's surnames: **Maria Canziani** and her husband Signor **De Nardo**. For many years, their forte was the manufacture and sale of tailormade shirts and ties (another of their business names is FIN-CRA, a contraction of *fini cravatte* or fine ties). This has been flanked over time by a selection of other clothing items, ranging from pullovers to polo shirts and scarves, but shirts and ties remain the cornerstone of the Cadè business



model – and are all strictly “Made in Italy” with fabrics carefully selected by **Guido** and **Luca**, the

third generation of proprietors. The classical models and colours are now joined by more fanciful ones targeting a younger and international clientele but what remains unchanged is their focus on the high standard of the fabrics and finishes, plus a cordial but prompt service and the now almost vanished custom of supplying a spare collar and cuffs, all included in the price of a shirt.



FIRST OPENED IN  
1926



INFO  
Galleria Vittorio Emanuele II 5  
tel. 02874960  
camiceriacademilano.it



# Drogheria Grossi

There is no sign outside the Drogheria Grossi grocer's shop to indicate its presence. Actually, there is a sign but it is the red logo against a yellow background of J&B whisky! The three windows overlooking the corner of Corso Magenta and Via Carducci belong to the ground floor of a fine early 20th-century Liberty-style mansion.

The shop has been there since 1928 and very probably a few years before that, as recorded in a photograph hanging on the wall on the left just inside the entrance. But, even with-

out a sign stating its name, you will feel the urge to enter the Drogheria Grossi, thus called since **Vittorino Grossi** took over from the previous management in 1976. Perhaps – as Paolo Conte sang a few years later in 1981 – this is because of “a colonial smell / wafting to him like that of a grocer's of the olden days / which kept the doors open to the spring.” Inside it really is like “a grocer's of the olden days”, with its dark wood counters and shelving, and, most of all, its caddies of fine teas, different coffee blends, boxes of biscuits, jars of honey and, above all, jams stacked in colourful rows; plus large jars of sweets and sugared almonds, dried and candied fruit, and countless brands of chocolate and candies.

There is also a well-stocked wine and spirit section but sitting side by side with these slightly niche specialities are basic necessities such as salt, sugar, oil, vinegar, household products and ones for personal hygiene. “We are a local shop and offer good quality and service in an attempt to resist the overwhelming onslaught of the supermarkets,” explains quietly and courteously **Alfredo Grossi**, Vittorino's son who now runs the shop. “Visitors often come in and ask to take a photograph”, he adds, as if eager to capture time that really does seem to have stood still.



FIRST OPENED IN  
1928



INFO  
Corso Magenta 31  
tel. 0286450650

# Fortura Giocattoli

As in all self-respecting fairytales, the treasures here are hidden away. Now situated in the basement of a 1960s' apartment block courtyard on Via Olmetto, the Fortura toyshop has, for more than a century, been a paradise in the dreams of Milan's children, and others. Its history began long ago and faraway. It officially started in 1914 although **Enrico Fortura** had already left his Ciociaria homeland to seek fortune in Germany in the late 19<sup>th</sup> century. He set up a factory of inflatable rubber balloons in Hanover but returned to Italy when World War I broke out and opened an import-export business in Milan of "Rubber Toys – Haberdashery and Knick-knacks" targeting the wholesale trade. After the



FIRST OPENED IN  
1914



INFO  
Via Olmetto 10, tel. 02861667  
fortura.it

founder, in the 1930s the reins of the company passed to his daughter Enrichetta, known as Ketty, and her husband Evangelo Dalavecuras, a clever Greek businessman. Trade increased and the Fortura family were among the first to turn to the Japanese and Chinese markets. In the following years, Ketty and Evangelo's daughter Maria Teresa, and now her two children **Martina** and **Paolo**, took the helm of the business, steering it with the same passion as its founders. In particular Paolo who with the hashtag *#signorpaolo* is a fun point of reference in the social network universe for those wishing to find their way around the wonderful world of toys of today and yesteryear.



# Frutteto Via Ciovasso

Via Ciovasso is situated in the very heart of Brera which, until 50 years ago, was the quarter where artists lived their bohemian existence in attics and garrets, damp basements and cheap taverns and milk bars – while perhaps doing a few dodgy deals in the evening. Nothing could be further from what we see today but perhaps it is for the surviving atmosphere in these streets that,

when you find yourself at number 5 Via Ciovasso, *The Fruit Seller* springs to mind, a picture painted in 1581 by Vincenzo Campi from Cremona, and which you had maybe admired at the Pinacoteca di Brera. The painting shows a seated

woman with a blue apron filled with peaches; all around her are a tub of black and white grapes, bowls of cherries, plates of plums, apricots, figs and more, plus wicker baskets abounding with pears, pumpkins, courgettes and pulses.

All four seasons and their produce in one picture. At the Frutteto di Via Ciovasso however they have always been attentive to selling produce in the right season and ensuring it

is top quality since the shop was opened in 1939 by the Sangalli family. Run first by Salvatore and Antonietta then their sons Angelo and Luciano, in 2016 it was taken over by Roberto and Francesca Di Liddo who, although always busy, serve customers with a smile and the due consideration. The Frutteto even places wicker baskets at customers' disposal, to take their shopping home in or they can have it delivered.



FIRST OPENED IN  
1939



INFO  
Via Ciovasso 5, tel. 028053573

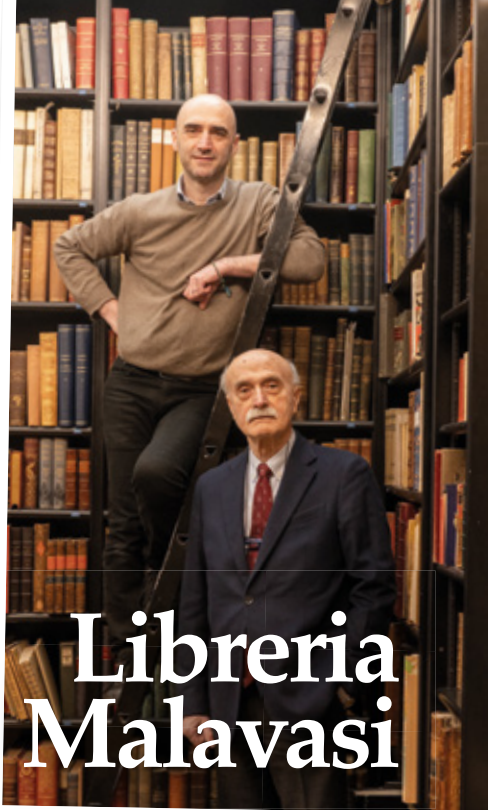


FIRST OPENED IN  
1939



INFO  
Largo Ildefonso Schuster 1  
tel. 02804607  
libreriamalavasi.it

Even if you are not a bibliophile or familiar with everything there is to know about 16th-century books, *in folios*, first editions of *Pinocchio* and artist's books but are intrigued by the universes that emerge when leafing through antique and rare books, be ready for a surprise when you enter the Libreria Malavasi. Thanks to the affable kindness of **Maurizio Malavasi** and his grandson Nicola, you might even, just for a few minutes, hold the "Quarantana", i.e. the 1840 edition of *The Betrothed* with lovely engravings by Francesco Gonin, commissioned and funded by Alessandro Manzoni himself after "rinsing his laundry in the Arno"; or *La cucina futurista* by Filippo Tommaso Marinetti and Fillia in which 172 recipes are imaginatively laid out and were inspired by the even more fanciful avant-garde principles of Futurism. There are also rare posters of the 1968 student protests and an entire collection of the *La Domenica del Corriere* magazine, complete with issues never sent to the newsstands, such as that of the week of 17-29 April 1945, printed but never distributed. As explained by **Nicola Malavasi**, the third-generation heir of the business opened in 1939 by his grandfather Paride, rare books can be original gifts: "I once recommended a book to a gentleman who wanted a present for his friend the television



# Libreria Malavasi

presenter Piero Angela not long before he died. Inspired by the many episodes of his *Quark* I had seen on television, I suggested he purchase an antique and rare illustrated edition of a treatise on volcanology. I later discovered that the gift was much appreciated." As well as being a reliable source of appraisals and market quotations, the Malavasi bookshop is to be praised for the outstanding work of digital book cataloguing it launched in the early years of the IT revolution, as well as for having promoted since 1995 **mare magnum.com**, a site that amasses all the catalogues of antique bookshops online.







FIRST OPENED IN  
1959

INFO  
Via Solferino 3, tel. 0286460700  
merugioielli.it

# Merù

In 1959, Via Solferino was the throbbing heart of a Brera quarter teeming with artists and intellectuals, Basque Pelota and the *Corriere della Sera* newspaper, Luciano Bianciardi and Mario Dondero. **Francesco Mereu** from Dorgali in Sardinia had arrived in Milan just after the war ended and thanks to a scholarship entered the Scuola di Arte e Mestieri della Bicocca, from which he graduated as a clockmaker. His first shop was tiny and on Via del Lauro, practically home and shop both. It then moved to Via Solferino 3 where the Milanese concierge affectionately began calling it “il Merù”. Francesco liked this and registered it as a business name. As well as repairing clocks, alarm clocks and

pendulum clocks, he began producing trinkets and jewellery, recycling humble materials such as clock mechanisms, iron mesh, nylon threads and leather laces, and coupling them with precious stones. He invented a style that pleased the taste of the day and attracted a clientele in search of original items. The strictly craft production of necklaces intensified and the press began to mention the Merù jeweller’s – one of the first was Camilla Cederna. Francesco Mereu’s natural affability earned him the friendship and esteem of famous names in the world of entertainment and fashion. Now that the business is being carried on and expanded by Francesco’s children **Bartolomeo** and **Elisabetta**, the Merù shop still represents a guarantee of exclusively original productions, one of its strong points being the ability to create pieces by interpreting and personalising client requests.





# City Explorer

## Hidden treasures for curious local citizens

For curious locals in search of original and unique products and services, historic shops are a hidden wealth waiting patiently to be discovered by those with the soul of the urban explorer. So much more than mere businesses, they are open doors on a mysterious universe filled with history, culture and local crafts.

## Connected to the local community

Not simply places of discovery, these shops are points of contact with the local community, where curious residents keen to explore the city one step at a time and looking for products and services affording authentic experiences can feel “local” and meet people who are passionate and proud of their roots, happy to share their stories and knowhow with those wishing to avoid the “tourist” experience and delve into Milan’s true essence – to be discovered and handed down to future generations.

[@onderoaders](#)







FIRST OPENED IN  
1884



INFO  
Via Giuseppe Verdi 6  
tel. 02874489  
amletomissaglia.it

with a long history of elegance that celebrates 140 years in the business this year. It all began in 1884 when Amleto's father **Giuseppe** opened his first shop selling plaster votive statuettes and ceramic vases in Via della Moneta. It was **Amleto**, however, who from 1940 consolidated the business of supplying tableware to high-end hotels. Then, twenty years later and at the height of the economic miracle, his daughter **Annamaria** embarked on a crucial change of direction as she responded to the Milanese families' new desire for modern and elegant homes. Since then, the business has focused on a careful

selection of leading brands of place settings, Italian and non-: from excellent porcelain to fine silver services, blown-glass vases and glasses, frames, lamps and rugs, plus the most sophisticated furniture designs. After an interim period when the showroom was moved to Palazzo Marietti, in Piazza San Sepolcro, since 2016 the shop has stood beside La Scala, in the spaces of Palazzo Talenti, where Giacomo Puccini stayed, in a natural culmination of a business pathway – now featuring the fourth generation of the family – that continues to found an exemplary lifestyle on elegance and class.



The four Amleto Missaglia shop-windows are in the 15<sup>th</sup>-century courtyard and former home of the Palazzo Talenti stables, surrounded by slender arches resting on Serizzo stone columns with capitals in Serpentino di Oira. There could be no better haven for one of Milan's most prestigious shops



FIRST OPENED IN  
1936



INFO  
Corso Genova 1, tel. 0289409793  
pasticceriaacucchi.it

# Caffè Pasticceria Cucchi

A day in the life of the Pasticceria Cucchi is divided into separate movements centred on sound, taste and aroma. Cups clink on the counter at breakfast time, the main players being espresso coffee and perfectly frothed cappuccino, while the buttery fragrance of croissants just out of the oven at the rear wafts to the tables. Some customers head straight for the rice tarts; others simply must have a slice of panettone, Christmas or no; and some absent-mindedly remove the sugar sprinkles from a *Veneziana* cake before nibbling at it. Savoury snacks are the lunchtime forte with a small menu of great dishes, from sautéed saffron risot-

to Croque Madame. Mid-afternoon is the time to indulge in a sweet interlude: a cup of tea, an iced coffee or a freshly squeezed fruit juice accompanied by a slice of Sachertorte, a raspberry flan or a pastry from the polychrome array lined up on the counter. The day ends with the colourful aperitif hour featuring the Cucchi house drink and a wine list comprising more than 150 labels, including a substantial selection of champagnes, all accompanied by savoury *bigné* pastries, mini-quiches, puff pastries and salted almonds. Since 1936 the people of Milan have been celebrating life's convivial rituals in Cucchi's inner rooms, where the furnishings are virtually unchanged since the mid-1950s, and at its outdoor tables overlooking the junction of Corso Genova and Via De Amicis. After three generations of the Cucchi dynasty – the founder **Luigi**, his legendary successor **Cesare** and the two sisters **Laura** and **Vittoria** – a new management took over in the autumn of 2023 in the form of the **Monti family**, renowned in the catering community as a safe pair of hands and a guarantee of continuity and style.





# Cartoleria Donzelli

The Cartoleria Donzelli opened in 1922 and back then when Paolo Donzelli looked out of the shop entrance on Via Maddalena he could see, to the left, the recently built Palazzo del Touring Club (1914-15) and, right opposite, the progressing building site of Palazzo Meroni, not completed until 1924 and located on the triangular street block between Corso Italia and Corso di Porta Romana. “My great-grandfather used to say – explains Riccardo Iannicelli, the present owner of the stationer’s and

a fourth-generation family member – that there was a tennis court on top of Palazzo Meroni in the 1930s!” The driving force of the stationer’s was however Paolo’s daughter Eugenia, Riccardo’s grandmother. Present from 1930 until 2003, she could

narrate the whole history of the shop, which from the very first specialised in office supplies. Of course, offices were very different back then, working with forms, payrolls and registers, reams of paper, typewriter ribbons



and bottles of ink. And so it continued until 40 years ago. Then the arrival of computers changed everything. Still today however, the Donzelli stationer’s mainly supplies professionals and companies, with free delivery. The shop has two windows on the street and is tiny compared to the storeroom at the rear, which extends until you can see the “secret” garden of the period Palazzo Annoni-Cicogna. “Our strong point – continues Riccardo – is the personal relationship with our customers. I greet them all by name and this still makes a difference, I can assure you.”



FIRST OPENED IN  
1922



INFO  
Via Maddalena 5  
tel. 0286462984  
donzelli1922.com



FIRST OPENED IN  
1945



INFO  
Corso di Porta Romana  
(opposite 54), tel. 0258307127  
casalinghifornaro.it

# Casalinghi Fornaro

It all began a few months after World War II ended when, on 28 November 1945, Stefano Fornaro raised the shutter of 54 Corso di Porta Romana over a sign reading “Household Goods – Earthenware – lassware”. Having spent 25 years learning the ropes in a shop selling household goods and with a penchant for business, he set up on his own, flanked by his wife Anita who was meticulous and responsive to the customers. They sold pots, glasses and cutlery but most importantly basic items, from basins to oil lanterns – a must shortly after the war when the electricity came and went. Lend-

ing a hand with bicycle deliveries was their son Adriano, born in 1935. With great business insight, Stefano

became the drive behind a buying collective of several local shopkeepers who made group orders to extract better prices from the manufacturers. Business was booming and the Fornaro family rode the wave of the economic miracle in the 1960s. Adriano and his wife Lidia joined the family team and the offer also featured gifts and fancy goods. Wedding lists took off and became the shop’s established forte.

Then as now, with Adriano’s children Eleonora and Stefano representing the third generation, the shop has always been a wonderful observatory on constantly evolving behaviours, which sometimes translate into the most bizarre customer requests. The always affable and courteous Fornaro siblings have engagingly written down a fun list of these, which could fill a book.



FIRST OPENED IN  
1961



INFO  
Corso Italia 16, tel. 028056487  
gastronomiacivelli.it

# Civelli

Halfway down Corso Italia, between Piazza Bertarelli – where the distinctive silhouette of the Palazzo del Touring Club has stood for 110 years – and Piazza Sant’Eufemia, is a safe haven for those who, fast work pace or not, always find time for a gourmet break.

Looking out from the counter are aspiric tarts, snails à la Bourguignonne and the great house speciality of foie gras, for which the Milanese queue up, especially at Christmastime.

**Piergiorgio Civelli** started his business here as a deli butcher in **1961** and here he has remained.

About ten years later, he and his wife **Maria Luisa** launched a homemade ready-meal production, which continues to attract numerous loyal customers.

Ahead of the times, the Civelli couple, flanked over the years by their children **Andrea**, **Lucia** and **Annalisa**, decided to turn the shop into an eaterie where clients could enjoy freshly prepared dishes served quietly and cordially, as well as catering for private clientele and companies.

Space is reduced to a minimum, but the joy of always finding something refined in the offer at the counter or on the menu of the day has made Civelli a veritable fast-food institution in Milan for decades.

“Our success – explains Andrea Civelli – lies in freshly prepared food. Every day, I personally source the fresh ingredients at the market.

From fresh pasta to gourmet panini made on the spot in front of our customers, everything is produced in our small but industrious kitchen.”





FIRST OPENED IN  
1919



INFO  
Via Paolo da Cannobio 39  
tel. 02874172, [viganò1919.it](http://viganò1919.it)

# Viganò

In the early years of the 20<sup>th</sup> century, **Carlo Viganò** felt inhibited in his job as a post office clerk in Desio, Brianza, and unleashed his artistic flair through drawing and painting. He dreamt of the Belle Époque and the fashionable attire of beautiful ladies clad in feathers, rhinestones and sequins. He left his job to follow his dream and set off for Paris, the birthplace of haute couture. There, he met the Fried brothers who sold embroidery materials and he was inspired. Nothing of the sort was to be found in Milan and so he set up his business. First on Via Sant'Antonio and then on Via Paolo da Cannobio which became home and shop both, and where he opened a wholesale business of haberdashery for evening and theatre attire. The idea took

off and embroidery and dressmaking workshops began happily availing of his stock but then the Crash of '29 forced a shift in business direction. Carlo Viganò steered his sales towards costume jewellery and opened a second shop in the Galleria Vittorio Emanuele in 1933. When the war ended, the business had been passed on to the second generation and differentiated. The production of a costume jewellery line was entrusted to **Antonio** and **Gianni**, the drive behind the business for 40 years, took over the wholesale trade. **Giancarlo**, Gianni's son, now flanked by his daughter **Laura**, continued the business, differentiating the offer between the longstanding shop on Via Cannobio, where the old wooden counters and walls lined with drawers scenographically still overflow with costume jewellery components and embroidery materials; and an eclectic boutique in Via Gonzaga in 2016, selling silver jewellery and natural stones, fine costume jewellery, fans, stoles, gloves and hats.





# Lifestyle Passionate

## An oasis of elegance and mastery of know-how

Milan's historic shops are oasis of elegance and mastery of know-how that withstand the passing of time, veritable urban monuments.

Places where time appears to have stood still, instilling a reassuring calm where every gesture pays homage to tradition and a dedication to craftsmanship. Historic shops are not just businesses but original spaces that reflect the "lifestyle passionate" profile and where consumers with sophisticated tastes seeking a high-end offer will find what they are looking for, along with an experience that is far more than the mere purchasing act, because they are performing a personal, authentic and unique gesture.

## A singular bond

Customers can speak directly to the person who has created a bespoke garment or tracked down a unique product for a demanding client, with whom they forge a special bond centred on mutual trust and the appreciation of beauty. All this is a legacy to be protected and highlighted, not only for the priceless cultural worth it represents but for the contribution it makes to developing a genuine and premium lifestyle.

@Alberto\_Soiatti







# Antica Barbieria Colla

There is a shop in Milan where tales have been accumulating one on top of the other, as if in a geological sedimentation process, for nearly 120 years. Tales of men – some illustrious and some not so much – who each in his own way has written a page of this city’s history: actors and writers, opera singers, singer-songwriters, journalists, captains of industry, politicians and publishers. This shop is the Antica Barbieria Colla on Via Gerolamo Morone, a stone’s throw from the Casa del Manzoni and Piazza Belgioioso. The noble craft of caring for the hair and beards has turned this into a legendary location and the central character is **Franco Bompieri**, who arrived in Milan as a boy from Bassa Mantovana during World War Two to forge his path with scissors and combs. He started working on Via Morone in **1949**; the Barbieria Colla had reopened there after the 1943 bombings destroyed the shop in Via Verdi, beside La Scala. Bompieri, who climbed the ladder from partner to sole owner of the shop in the 1970s,



turned his trade into an art – that of tending to beards, moustaches and hair while drawing on traditional practices. Ones that never followed the fashion of the day – one unique method employs a small candle to burn split ends – and treatments with original products – lotions, shampoos, balms, oils, creams and soaps – personalised for all needs. Most importantly, the staff apply the art of putting their clients at ease, welcoming and tending to them with a personal wellbeing ritual. Mourned by half of Milan for his infectious charm, Franco Bompieri passed away in 2023 but his daughter **Francesca** had years earlier embraced her father’s legacy with the same business and “human” passion, playing a key role in the distribution of special product lines, and so the barber’s shop on Via Morone lives on successfully, cultivating its fame and attracting new enthusiasts from all over the world.



FIRST OPENED IN  
1949



INFO  
Via Gerolamo Morone 3  
tel. 02874312  
[anticabarberiacolla.com](http://anticabarberiacolla.com)

# Ceratina



FIRST OPENED IN  
1919



INFO  
Via Meravigli 12  
tel. 028055737  
ceratina1919.com

Cloths, sponges, tools and products for cleaning the home, fragrances for the laundry and interiors, personal hygiene brands, accessories for the kitchen, bathroom and wardrobe – from laundry baskets to ironing boards, door mats and umbrella stands but most of all candles. The history of this shop began in 1919 when Ettore Angelino began producing fine waxes for polishing furniture and floors in his workshop on Via delle Asole, behind the Ambrosiana library. The business gained major recognition at several World Fairs and 1935 saw the opening of a shop on Via Santa Maria Segreta for the retail sale of his products, flanked by an assortment of candles purchased abroad. In the 1950s, Ettore's son Oreste launched a candle production, expanding the range and, in 1966, the shop moved to Via Meravigli.

The greater visibility of shopwindows on a street with a large footfall and the enterprise of Oreste's wife Vanda, who promoted their range and services on the advertising pages of women's weeklies, have earned Ceratina the appreciation of private individuals and other companies, which purchase on a wholesale basis. The family management continues with Vanda's daughter Patrizia and now her granddaughter Daniela, so the fourth generation has a strong female drive. Curiosity about the origin of the brand name remains. Ceratina may have been thought up by the founder or was perhaps the name of a product, although no record of one can be found. More than a century later, there is the certainty that it was all worth it... with candles of different shapes and colours still much on display.



# Frutteto Garibaldi

The Frutteto at no. 18 Corso Garibaldi is bound to the name of **Antonietta Dell'Olio** who took over the running of her father Pasquale's greengrocer's shop in the early 1970s. More than simply a business, it has been a local institution for more than 50 years. **Pasquale Dell'Olio** started out as an itinerant greengrocer in Milan in **1948** before opening a first shop in Largo La Foppa. When he arrived in Corso Garibaldi in 1967 that part of Milan saw intellectuals and artists crossing each other's paths on a daily basis including Dino Buzzati and Salvatore Quasimodo who lived at no. 12 (for years, the shop conserved his handwritten shopping lists). There were graphic artists and painters such as Pino Tovaglia, who had them keep



FIRST OPENED IN  
1948



INFO  
Corso Garibaldi 18  
tel. 02864037

the coloured tissue paper the oranges were wrapped in to one side for him, and Remo Bianco. Much of the early season produce, as too the wine and oil, came from the Bisceglie countryside where Antonietta's husband farmed an estate. In the summer of 2022, Signora Dell'Olio's daughters Sandra and Maria Angela, a former journalist and teacher, handed the running of the shop to a trusted team of seven assistants, including **Mimmo** who has been sourcing supplies at the fruit and vegetable market in the early hours of the morning for more than half a century. The Frutteto Garibaldi reserves the very same welcome and attention for both its local clientele and tourists attracted by the brightly coloured shelves and ultra fresh early season produce.





# Gioielleria Pennisi



FIRST OPENED IN  
1971



INFO  
Via Manzoni 29, tel 02822232  
[gioielleriapennisi.it](http://gioielleriapennisi.it)

The Gioielleria Antiquaria Pennisi is on the ground floor of the palazzo on Via Manzoni that is home to the Grand Hotel et de Milan. More than 50 years have passed since **Giovanni Pennisi**, the son of a goldsmith dynasty of Catania, arrived in Milan in 1971 to open the boutique that conserves the understated elegance of furnishings designed by the Hungarian architect – but Milanese by adoption from the 1930s – Béla Angelus. Timeless masterpieces sparkle in glass cabinets and wooden display cases lined with burgundy-red velvet. An outstanding connoisseur of diamonds and precious stones, Pennisi devoted his life to sourcing and collecting unique pieces of period jewellery spanning from the 18<sup>th</sup> century to the 1950s, with a special

focus for Art Deco designs. The Pennisi family – Giovanni was flanked over the years by his son Guido, along with his wife Paola, and his sister Marina – has always combined research, evaluation and business with a personal and sentimental delight in collecting and the family remembers how the founder Giovanni would often enthusiastically urge: “Never ever sell this piece!” In an indication of just how remarkably precious the private Pennisi collection is, an exhibition and catalogue were created for the 50<sup>th</sup> anniversary of the founding of the jeweller’s shop. The family knowhow and expertise are kept in high regard by the third-generation members of the Pennisi family **Gabriele** and **Emanuele** who are members of the science committee and curators of the Museo del Gioiello di Vicenza.

# Miracoli Romeo & Figli



The Argenteria Miracoli dates the start of its business to **1912** and it is probably the oldest silversmith workshop still operating in Milan. The original shop on Via Santa Sofia was destroyed by bombing in World War II and replaced in 1956 by the premises on Via Burigozzo, with a showroom on the mezzanine and workshop in the basement. Four generations have succeeded each other at the head of the business which over more than 100 years has earned the esteem and recognition



of an increasingly vast clientele, enamoured of the creative originality of Miracoli productions. The founder Romeo was a master silversmith and succeeded by his son Roberto and grandson Renato who between 1971 and 2022 transformed the craft enterprise into a “silverware atelier” capable of shaping the noble metal with diverse techniques – lost-wax casting, turning, chasing and engraving – into a host of different forms. For the past few years, fourth-generation family member **Riccardo** has been flanked by a business partner called **Hanne Larsen**, a Danish designer who combines her creative passion with the managerial and communications skills needed to continue and update the traditional brand. As well as the usual household items – cutlery, plates, glasses, trays and frames... – the Miracoli production has two particular mainstays in the genre of wildlife sculptures: remarkable reproductions of animals hand-painted with the utmost attention to tiny natural details and trophies for sports events ranging from golf to sailing and horse-riding.



FIRST OPENED IN  
1912



INFO  
Via Burigozzo 3  
tel. 02 58310343  
[romeomiracoli.com](http://romeomiracoli.com)

# Peck



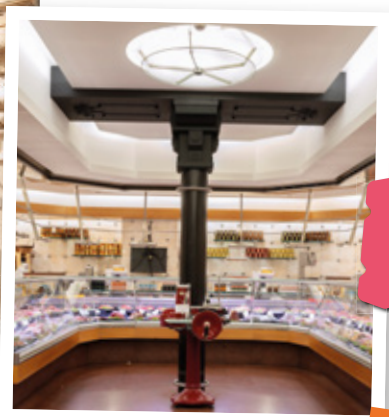
FIRST OPENED IN  
1883



INFO  
Via Spadari 9  
tel. 028023161, peck.it

Peck is to foodie Milan as the Coliseum is to Ancient Rome: a flagship and a brand that in four letters – and its iconic sunburst logo – encompasses a universe of mouthwatering excellences. It all began with a deli butcher from Prague called **Francesco Peck** who opened his cured and smoked meats shop on Via Orefici in **1883**. It was such a huge success that when he sold the trademark and business to the entrepreneur Eliseo Magnaghi at the end of World War I it had already established great fame as an earthly paradise. By 1912 the shop had moved to Via Spadari, where it remains and from where, as if in a game

of dominoes – and passages of ownership from the Grazioli to the Stoppani families –, the Peck universe branched out to “colonise” the adjacent streets with new specialist shops: the Casa del Formaggio (cheese), the Bottega del Maiale (pork), a deli on Via Cantù and a wineshop on Via Hugo. In 1997, the restructuring of the Via Spadari premises brought all the shops together in a single foodie shrine spread over three floors. Today, Peck flanks its sizable team of gastronomical experts with a home production in kitchens beneath the shop and featuring its renowned *bresaola*. There is also a cheesemaker’s and a collection of 2600+ gourmet items plus its showpiece wine shop with more than 3000 labels from many countries across the world. So, just a stone’s throw from the Duomo Works there is a ‘Good Food Works’.







FIRST OPENED IN  
1966



INFO  
Corso Monforte 2, tel. 0276000063  
mazzolari.info - mazzolari.com

# Profumeria Mazzolari

Looking at the Profumeria Mazzolari on Corso Monforte today, with its dazzling row of ten windows and three floors of beauty products plus interior design objects and accessories for the home and travel, it seems impossible to believe that it all began in 1966 on this very spot with a small boutique less than 20 square metres in size. And that only ten or so years earlier, a young **Augusto Mazzolari** had been playing at creating new fragrance combinations in a room “at the end of the hall” where his father Ferdinando, who had a hair salon, stored his essential oils and co-

lognes. Today, as well as being in the Beauty District of Corso Monforte, more Mazzolari shops are dotted around Milan – Corso Matteotti, Corso

XXII Marzo, Via Farini, Via Battistotti Sassi – and it has created a brand that is famous the world over. The secret of Mazzolari’s success lies in striking the right balance of top quality, vast assortment and certified professionals who place their experience and cutting-edge training at the service of the clientele.

The forte of the immense Mazzolari Wonderland is being able to rely on the willing and helpful expert staff who gain a client’s trust. Mazzolari produces its own line of perfumes and creams for the face, body and hair.







# Stylish Professional

## Icons of elegance and craftsmanship

Some of Milan's historic shops stand out as genuine icons of elegance and craftsmanship, offering the business community a precious image on the urban scene.

## Emporia of style and refinement

The offer of a bespoke product or a service delivered with a focus on the client's needs turn these shops into temples of creativity and dedication, where every gesture pays tribute to tradition and craft precision. That is why we do not speak simply of shops but of real emporia of style and refinement where time seems flowing in harmony with the expertise and experience of those running them. The resulting dialogue generates a special bond based on mutual trust and an appreciation of a job well done.

## Cultural references of Milan

Not only does the cultural legacy and wealth of Milan's historic shops enrich the urban area, they also constitute an unequalled opportunity for those seeking authenticity and superior quality.

@Alberto\_Soiatti





# Camiceria Ambrosiana



FIRST OPENED IN  
1954

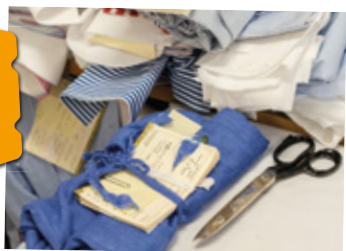


INFO  
Via Soncino 1, tel. 0272001818  
camiceriaambrosiana.com

Opposite the austere mass of Palazzo Stampa on Via Soncino are the two shopwindows of the Camiceria Ambrosiana, run for more than 20 years now by **Alessandro Agostini**, a fourth-generation shirtmaker. His

great-grandfather Signor **Arici** had opened a tailoring business in Brescia in the late 19<sup>th</sup> century. This was carried forward by his sons Luigi and Alfredo who opened an atelier in Casablanca, Morocco, in the first half of the 20<sup>th</sup> century. **Luigi** returned to Italy in 1940, married Luisa Restelli and in 1954 set up a new shop on Via Soncino, a side street off Via Torino. Alessandro had acquired the art of tailoring from his grandparents and, most of all, from his mother

Franca who managed the shop until the turn of the new millennium. Before focusing solely on the family tradition, he had “learned the ropes” elsewhere, working for major textile industries among others. In the end, however, his passion for craftsmanship and the workshop prevailed. At the Camiceria Ambrosiana, the process of transforming a piece of fabric into a shirt cut perfectly to size progresses step by step with painstaking attention to detail. It now has a clientele of thousands, many living abroad and expanded over the years thanks to a positive word of mouth praising the quality of the workmanship of the shop on Via Soncino. Customers put their trust in Alessandro’s experience and passion, plus his offer of timeless classical models and finishes all created to expert perfection!



Camiceria Ambrosiana





FIRST OPENED IN  
1768



INFO  
Via Agnello 8, tel. 0286460423  
dittaguenzati.com

# Ditta Guenzati

The son of a wealthy family from Brianza **Giuseppe Guenzati** opened the doors of his fine textile shop in May 1768 where Piazza Cordusio now stands. He sold brocades, silks, satins, taffetas, organza, velvet and fustian as businesses all around prospered and intellectuals abounded in the Milan of the Enlightenment – that of the Verri brothers and the *Il Caffè* magazine, of Cesare Beccaria and his celebrated *An Essay on Crimes and Punishment*, and of Giuseppe Parini, appointed official poet of the Regio Teatro Ducale in that same year by Count Firmian, plenipotentiary of the government of Maria Theresa of Austria. Thanks to the business skills of Giuseppe, the eponymous grandson of the founder, the Ditta Guenzati flourished for more than a century, surviving the Napoleonic conquests, the Hapsburg Restoration, the Risorgimento uprisings and wars and the aftermath of Italian Unification. In 1876, the

shop retained its original name when the Guenzati family passed it gratuitously over to their two shop assistants Giovanni Battista Tomegno and Luigi Meda who, in turn, ran it successfully through the troubled events of the 20<sup>th</sup> century. In 1968, history repeated itself and the Ditta Guenzati was passed over to two worthy shop assistants called **Angelo Moretti** and **Vittorio Ragno** who, flanked by his son **Luigi**, is still the proprietor. The new management moved away from the wholesale trade, turning the shop into the most renowned British-style outfitters in Milan selling Scottish and Donegal Irish tweeds, tartans and double twisted yarn items as well as ties, sweaters, hats and more. A demonstration of how loyal the clientele, Milanese and non-, is of “Milan’s oldest longstanding shop” was seen in 2018 when everyone rallied round and gathered tens of thousands of signatures to back the Ditta Guenzati when, on having to leave its premises in Palazzo Venezia in the Cordusio district, it asked the local authorities to act as an intermediary with the owners of Palazzo Gio Ponti on Via Agnello.

# F. Pettinaroli



FIRST OPENED IN  
1881



INFO  
Via Brera 4, tel. 0286464642,  
86461875, fpettinaroli.it

From Lake Orta, **Francesco Pettinaroli** came to Milan, opened a printing and bookbinding works in Via San Raffaele in **1881**. An invoice for an order of 100 visiting cards dated 2 October of that same year validates the start of the business. Having been well received, the shop moved two years later to Via Santa Radegonda, again in the shadow of the Duomo. There it remained until 1959 when new windows looked out onto Piazza San Fedele on the corner of Via Marino. 2017 brought the last move to Via Brera, still not leaving the heart of the old city centre. Little else has altered for Pettinaroli, become a veritable institution in Milan's cultural life.

Times have changed, very much so, and speaking of paper, ink, type-

setting, printing by hand and binding at the height of the digital era seems like going back in time. Yet a sophisticated taste for the artisan production of invitations, business and private notepaper and visiting cards, plus the meticulous care for the tools and techniques of the trade – from the choice of paper to perfectly maintained printing presses, semiautomatic at the most, and the almost valiant conservation of skills on the verge of extinction such as lithography and embossing – are still much appreciated by a loyal clientele which relies on the elegant restraint of Pettinaroli's graphic design, especially for life's special moments. This certainty is enhanced by the continuity of a family management now in its fourth generation – the founder's great-grandson is also called **Francesco** – that successfully preserves the historic identity of the business while updating it to meet today's demands: the printing services are flanked by the sale of stationery items by leading Italian artisans. All this is flanked by the offer of paper antiques, with a rich selection of maps and period prints – such that it is now a major go-to for enthusiasts and collectors., also thanks to a considered collection of prints, photographs and guidebooks centred on the mountain environment.



# F.lli Sanvito

This is how Renato Sanvito explains it: "One day, I opened a newspaper and read that one of our customers was talking about us in an interview. *Who is this?* I wondered. I knew him well of course as he always shopped here but I really didn't know that he was the famous orchestra conductor Carlo Maria Giulini." The Fratelli Sanvito shop opened its doors in March 1938, when Carlo established an artisan workshop for footwear and leather goods in Corso di Porta Vigentina. Hanging framed on one wall is the original rental contract and beside it the Chamber of Commerce registration dated October 1947. The years and generations came and went with Carlo being succeeded by Giulio, who survived the retreat from Russia, then Renato and now his two children Carlo and Alessandra. With the shop's last refurbishment five years ago, Sanvito scaled down its craft activity and adopted a more mainstream dimension. The founder's great-grandson Carlo is keen to point out that "We choose the hides for our products in most cases and particularly for leather goods, and dictate the designs and work methods to



the craftsman." For some years now the clientele has been primarily an international one.

"We used to have a British line for Italian customers but now we sell a great deal to visitors to Milan, coming on holiday or for business, who are looking for goods made in Italy from the footwear and leather accessory sector."

Another distinctive feature of the shop is its offer of a remarkable assortment of products for the care and maintenance of footwear: polishes, waxes, brushes and shoe trees. The Sanvito shop's trump card remains the old style Milanese affability with which customers are greeted and accompanied in their purchasing experience.



FIRST OPENED IN  
1938



INFO  
Corso di Porta Vigentina 38  
tel. 0258314951  
sanvitomilano.it





while retaining the solid links to tradition that made the Ottica Chierichetti an exemplary Milanese family business.

The shop continues to express excellence via its current owner, her granddaughter **Silvia Mollo**.

Spectacles may have become one of the most conspicuous expressions of today's fashion, a visual communication sign "worn" on the face, but the Chierichetti focus remains the ethical principle of safeguarding our most important asset of sight without ever making re-

course to compromise or business ploys.

Hence the attention paid to the process of producing custom-made glasses, eye

examinations, grinding and mounting lenses in the inhouse lab – always with a reliance on the latest scientific and technological knowhow.

A few years ago Chierichetti introduced a tailormade line of frames created with all Italian materials and strong eco-friendly input for the packaging. A focus that is rewarded by the longstanding loyalty of its clientele.

# Ottica Chierichetti

It was in **1914** that the optometrist and photographer **Arnaldo Chierichetti** opened his first shop in Milan at one end of Via Lamarmora. The shop moved over the years but always by just a few dozen metres, remaining well rooted in the Crocetta district and its principal thoroughfare the busy Corso di Porta Romana. In the mid-1960s, the running of the business was handed over to the founder's daughter **Elda** who remained at the helm for 50 years. It was Elda's entrepreneurial spirit and her unflinching quest for renewal

 **FIRST OPENED IN**  
1914

 **INFO**  
Corso di Porta Romana 74  
tel. 0258314024, [chierichetti.it](http://chierichetti.it)

# Sangalli



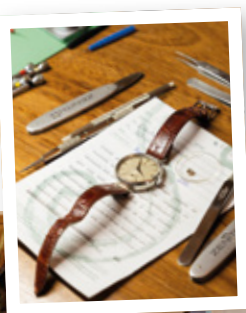
FIRST OPENED IN  
1900



INFO  
Via Bergamini 7  
tel. 0258304415  
orologeriasangalli.com

It was in the year 1900 that Egidio Casini opened a clockmaker's on Via Verri. Twenty-five years later he moved it to Via Bergamini 7, between the Duomo and Ca' Granda, flanked by his grandson Egidio Campana. The shop is still there today and continues to welcome clients after another of Campana's grandsons Giuliano Sangalli became the proprietor in the 1970s. Inside the shop, time – which is everything in clockmaking – seems to have stood still nearly 100 years ago: the counter with its horizontal display cases, the glass-fronted cupboards, the boiserie on the walls and a worktable in the “studio” covered with old scratches and scrapes, all beneath a wonderfully decorated coffer ceiling. The history of the Sangalli clockmaker's continues to beat time, closely preserving the historical memory of its past – one featuring il-

lustrious clients such as Arturo Toscanini who used to send his pendulum clocks all the way from America to be repaired or adjusted here. It is also embracing modern times thanks partly to the eager enterprise of Giuliano's sons Andrea and Davide who represent the fourth generation of this business. The traditional clockmaking activity – the Sangalli family has always been tasked with looking after the clocks of the Duomo and the Arcivescovado – has for years now been flanked by the sale of the leading international watch makes and pendulum, carillon and cuckoo clocks – serviced and repaired by the legendary workshop to the rear – as well as a fine and original assortment of jewellery.







FIRST OPENED IN  
1881

INFO  
Via Foscolo 5  
tel. 0272003433, savinimilano.it

# Savini

The legendary Savini restaurant in the Galleria Vittorio Emanuele was named after **Virgilio Savini** who, after running the Birreria Stocker also in the Galleria, in **1881** took over a café that had opened in 1867 and was popular with actors and musicians. He gave it his name and from 1884 made it the city's most exclusive restaurant. And so it was throughout the Belle Époque and at least until the 1950s. In the shimmering light of crystal chandeliers and silver cutlery, and beneath the discreet gaze of waiters in tails, the tables of the Savini's

golden years accommodated the most famous names in opera music – from Verdi Puccini, Mascagni and Maria Callas, to whose memory a cocktail called *Divina* is dedicated; in literature and the arts – D'Annunzio, Filippo Tommaso Marinetti, who signed his *Futurist Manifesto* here, Umberto Boccioni, Salvatore Quasimodo; in the theatre and cinema – Eleonora Duse, Charlie Chaplin; plus many politicians, businesspeople and international jet setters.

Despite having passed through the hands of several owners over time, it has maintained its air of exclusive luxury. About ten years ago, a refurbishment following the arrival of the Gatto family as proprietors redesigned the spaces while also seeing the introduction of exclusive events featuring famous chefs offering unique gastronomical experiences.









Scan the QR Code  
to see a list of all  
the historic shops in Milan  
on its municipal website.





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