## SHOPPING EXPERIENCE

with VETRERIE di EMPOLI and its brand GRIFFE MONTENAPOLEONE - MILANO







## ...to today







## 3 Generation

## Our Atelier











Luxury, what is? ... a dream, imagination, history and heritage. Seduce customers with its rich tales. Luxury brands were created by founders with vision, spirit and passion that attracts connoisseurs who come to ateliers <u>for the atmosphere and the stories as much as for the goods</u> (from an interview of Venerable Alber Elbaz,\_former\_creative director of Lanvin)

#### **WIKIPIDIA:**

Via Monte Napoleone, also spelled Via Montenapoleone, is an upscale shopping street in Milan, Italy, famous for its ready-to-wear fashion and jewelry shops. It is also the most important street of the Milan fashion district known as the «Quadrilatero della moda» where many well-know fashion designers have high-end botiques.





















BVLGARI









# Our Neighbours





# Our Shop





# View of Via Montenapoleone from the Balcony of the upstairs rooms of our shop, and the inside









# Windows changes every 2 weeks, according to seasons and occasions





#### Vetrerie di Empoli invests in Research & Development and is rewarded by International Association ADI for Gira e Rigira Wine Glass



#### **GIRA E RIGIRA**

Vetrerie di Empoli Franco Parentini



Gira e rigira è un calice da degustazione Gira e rigira is a wine tasting glass that che rivoluziona il modo di analizzare e varevolutionizes the way of analyzing and lutare il vino, interpretando la consuetudi- evaluating wine, interpreting the all-Italne, tutta italiana, dei gesti connessi al suo lan custom of the gestures connected to consumo: dal sentirne l'odore al farlo ruotare nel bicchiere. Elemento centrale del ing it rotate in the glass. Central element progetto, un piccolo perno "mimetizzato" of the design is a small pin "camouflaged" con il cristallo dello stelo, alla base del within the crystal of the stem at the base calice: soluzione che permette, con una of the glass. With a slight caress of the lieve carezza del pollice al globo, di farlo thumb on the globe this solution allows ruotare e basculare delicatamente, impriit to rotate and tilt gently, giving the wine mendo un movimento morbido al vino. In a gentle movement. In this way, Gira e tal modo, Gira e rigira può far decantare rigira is able to decant the wine with a il vino con un movimento naturale, anche natural movement, even while talking at conversando a tavola e con massima na- the table and in the most natural way. turalezza. La rotazione affina la valutazio- The rotation refines the evaluation of the ne degli aspetti visivi (limpidezza, colore visual aspects (clarity, colour and consiste consistenza), delle note olfattive (com- ency), the olfactory notes (complexity and plessità e gradevolezza) e delle sensazio- pleasantness) and the gustatory sensani gustative (note gliceriche, acidi, sali).

tions (glyceric notes, acids, salts).



WWW.ADIDESIGNINDEX.COM/ 2018 F00105

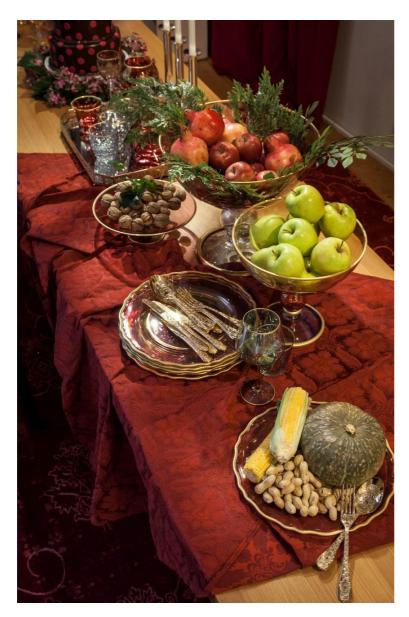
TIPOLOGIA: food design COLLABORATORI: Tiziano Brusamento MATERIALI: vetro, alluminio, ottone. TECNOLOGIE: soffiatura, molatura, misurazione di precisione, incollaggio. DIMENSIONI: 10 (Ø) × 25,5 (h) cm

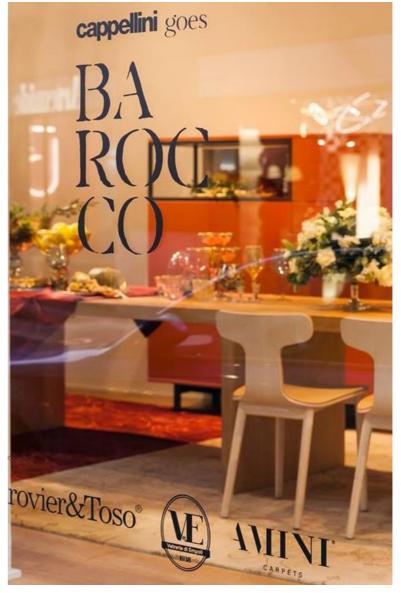
BREVETTO: patent pending.

PRODUCT TYPE: food design COLLABORATORS: Tiziano Brusamento MATERIALS: glass, aluminium, brass. TECHNOLOGIES: blowing, grinding. DIMENSIONS: 10 (Ø) × 25.5 (h) cm PATENT: patent pending.

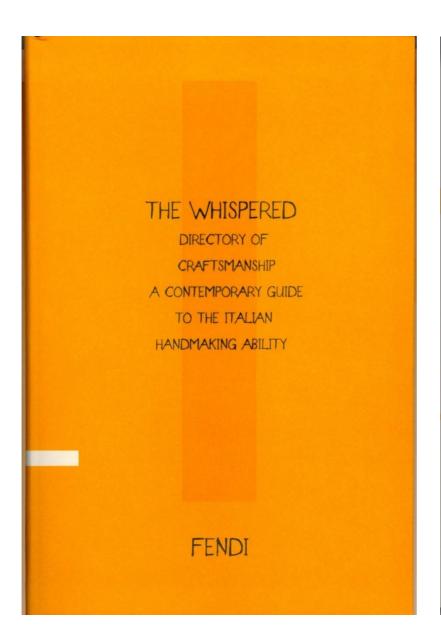
### In competition for the «Compasso d'Oro» 2020

### Our Friends: Cappellini (Italian Design Top Brand)





### Our Friends: Fendi



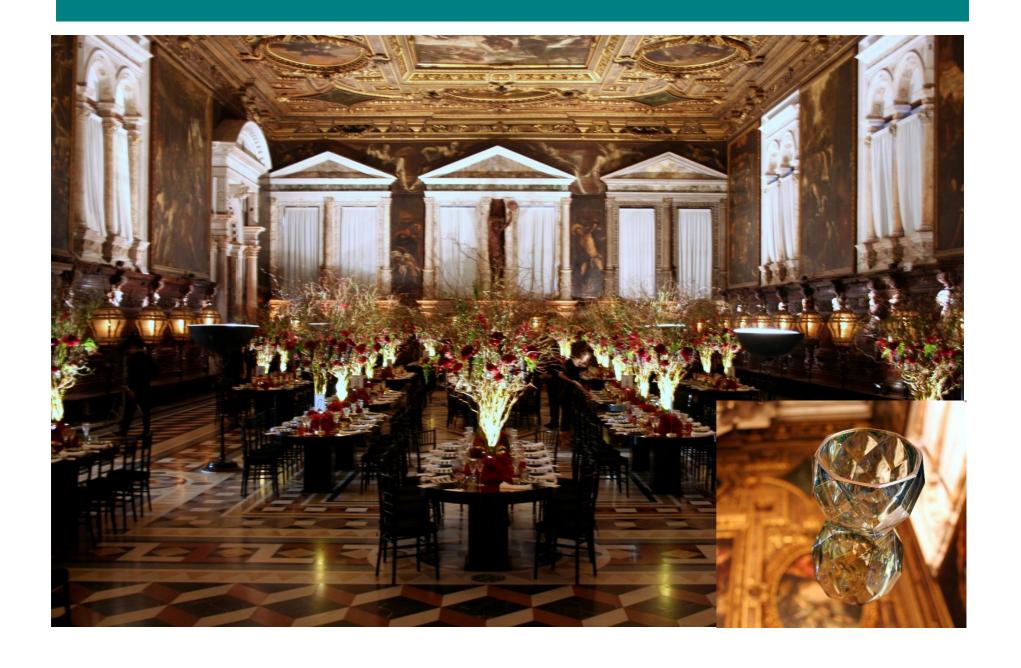
#### SCINTILLATION

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The store on via Montenapoleone, in Milan, looks like "Aladdin's cave", everything shines. Glasses are goldenedged crystals, some glass-blown ones have floral decorations, some remind you of crocodile or piton leather with

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platinum details: all different, all colored, they evoke Ottoman and Eastern opulence and the richness of French courts. The Pompadour Table collection takes its name from Louis XV favorite, the marquise that inspired the Rococo style. It is only one of the collections of Vetrerie di Empoli, historic shop in Milan opened since 1938, first in Via Verri, then in via Borgospesso and in via Montenapoleone, where you can find the handmade glass that has always established Empoli's fame throughout the world. They call themselves glassmakers and "detailers", at Vetrerie di Empoli, a brand known abroad as Griffe Montenapoleone - Milano. They proclaim to know what to offer their clients: impossible to prove them wrong if you enter a store where you find yourself in front of tables set as if waiting for guests, Flanders table cloths and silverware that reflect in the transparencies of dishes, vases and, again, glasses. Impossible to desire something other than this. Impossible to resist the temptation of wanting to own "one of each" and mixing styles, colors, models. Some time ago, the owners thought of a personalized chalice for each guest of a dinner. Glasses have so become objects to collect, to match to the personalities of different people and to the thousand colors of tablecloths, a way of breaking the order of traditional table setting. With the Ikebana collection your own table becomes original more than ever: the cups of flutes and water and wine chalices can be taken apart from stems which are extendable, glasses are therefore created at one's pleasure. The mastery of craftsmen who still know how to grind glass blends with personal estrus, and the thousand iridescent facets compensate for a shadowy everyday life with the striking power of an artwork.



JF Le Du Events, Gala Dinner in Venice – Scuola di San Rocco, Tintoretto's Frescoes

# Our Inspiration







## ....and also Cappuccino and Tiramisù, Italian cuisine is an ART





### Vetrerie di Empoli invests in the Arts





Francesco Valaperta (1836-1908) Award Winning Painting «Mary Stuard's Last Supper», in our Factory Show Room Mt 2,70x2,20

Jan Boeckhorst (1604-1668) «Festa Campestre» in our CEO office  ${\rm Mt}\ 2{,}60{\rm x}1{,}90$