

SHOPPING EXPERIENCE

with VETRERIE di EMPOLI and its brand
GRIFFE MONTENAPOLEONE - MILANO



Griffe
MONTENAPOLEONE
MILANO

Vetri di Empoli

Since 1938...

...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 for the atmosphere and the stories as much as for the goods (from an interview of Venerable Alber Elbaz, _former_creative director of Lanvin)

WIKIPEDIA:

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.


FENDI


HERMÈS
PARIS


LOUIS VUITTON

Salvatore Ferragamo

MONT
BLANC


GIORGIO ARMANI

PRADA


VALENTINO

GUCCI




ROLEX

BVLGARI

Dior

**BOTTEGA
VENETA**

Cartier
Paris


BRUNELLO CUCINELLI

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



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



GIRA E RIGIRA

Vetriere di Empoli
Franco Parentini



Gira e rigira è un calice da degustazione che rivoluziona il modo di analizzare e valutare il vino, interpretando la consuetudine, tutta italiana, dei gesti connessi al suo consumo: dal sentirne l'odore al farlo ruotare nel bicchiere. Elemento centrale del progetto, un piccolo perno "mimetizzato" con il cristallo dello stelo, alla base del calice: soluzione che permette, con una lieve carezza del pollice al globo, di farlo ruotare e basculare delicatamente, imprimendo un movimento morbido al vino. In tal modo, Gira e rigira può far decantare il vino con un movimento naturale, anche conversando a tavola e con massima naturalezza. La rotazione affina la valutazione degli aspetti visivi (limpidezza, colore e consistenza), delle note olfattive (complessità e gradevolezza) e delle sensazioni gustative (note gliceriche, acidi, sali).

Gira e rigira is a wine tasting glass that revolutionizes the way of analyzing and evaluating wine, interpreting the all-Italian custom of the gestures connected to its consumption, from smelling it to making it rotate in the glass. Central element of the design is a small pin "camouflaged" within the crystal of the stem at the base of the glass. With a slight caress of the thumb on the globe this solution allows it to rotate and tilt gently, giving the wine a gentle movement. In this way, Gira e rigira is able to decant the wine with a natural movement, even while talking at the table and in the most natural way. The rotation refines the evaluation of the visual aspects (clarity, colour and consistency), the olfactory notes (complexity and pleasantness) and the gustatory sensations (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.

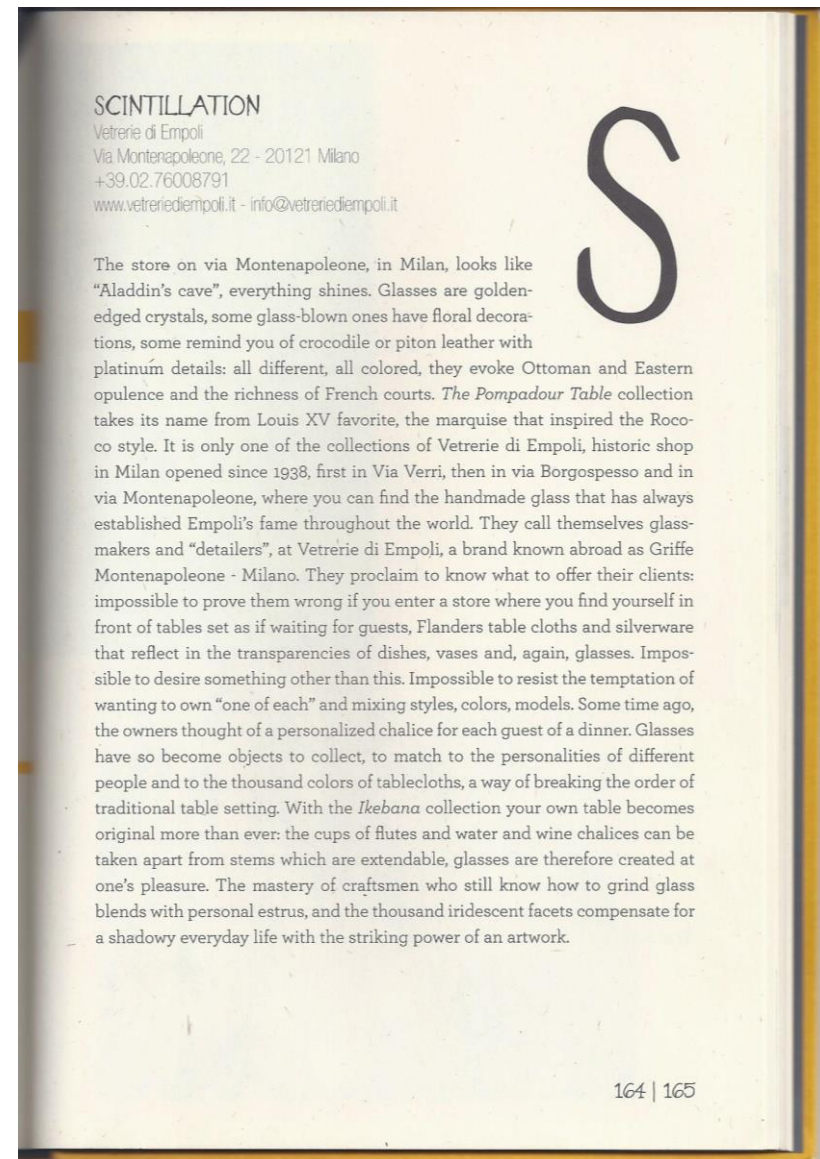
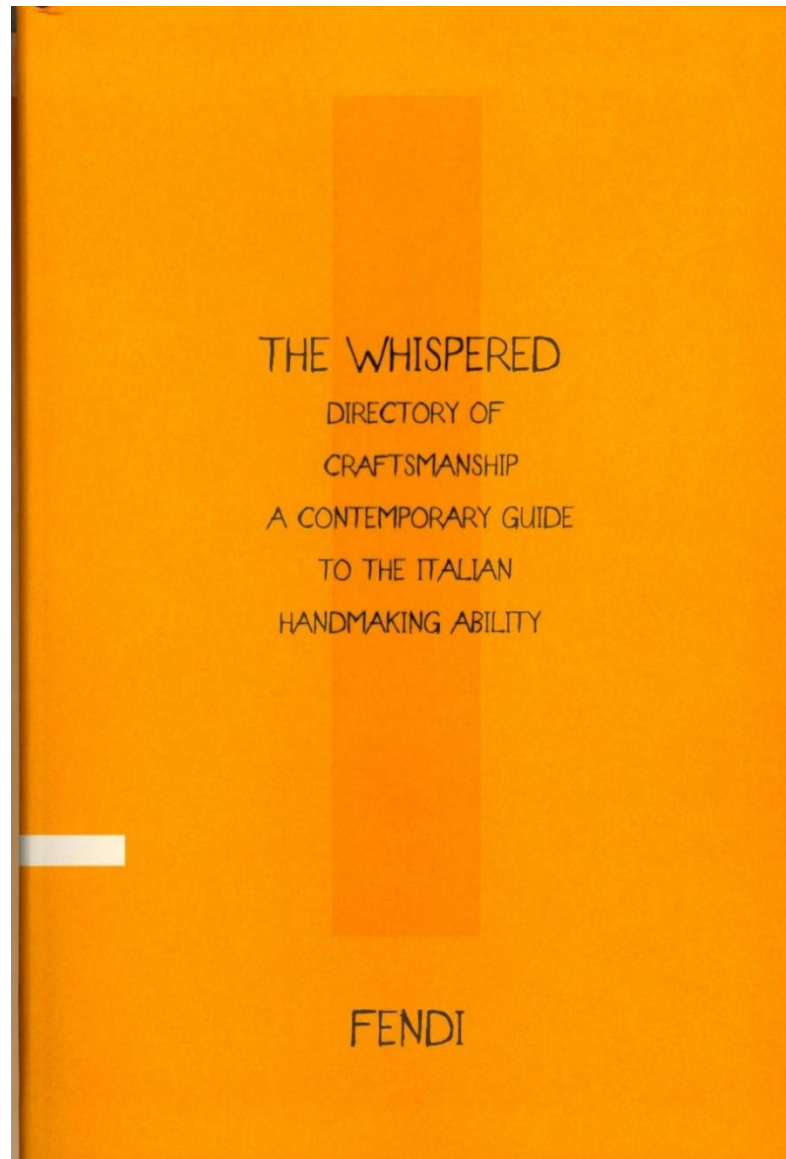
PRODUCT TYPE: food design
COLLABORATORS: Tiziano Brusamento
MATERIALS: glass, aluminium, brass.
TECHNOLOGIES: blowing, grinding, precision measurement, gluing.
DIMENSIONS: 10 (Ø) × 25.5 (h) cm
PATENT: patent pending.

In competition for the «Compasso d'Oro» 2020

Our Friends: Cappellini (Italian Design Top Brand)



Our Friends : Fendi





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

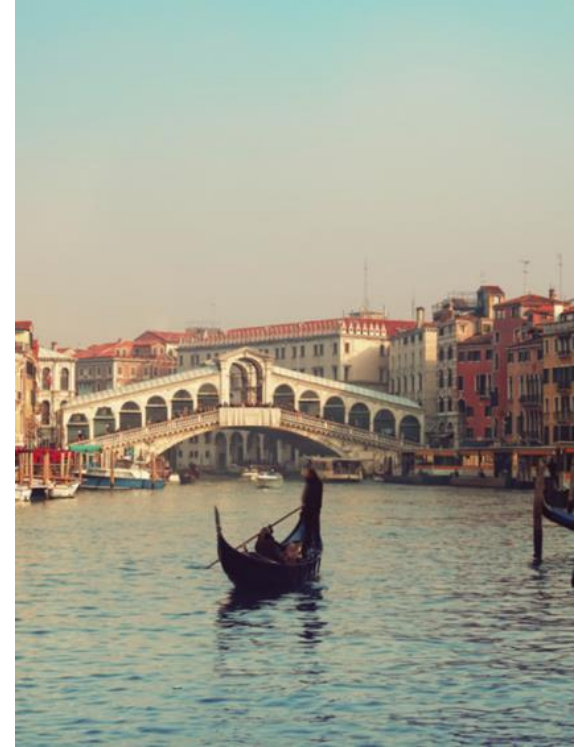
Our Inspiration



Lake of Como



Rome



Venice

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



Vetriere 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

Mt 2,60x1,90