

Delvaux opens its first boutique in Rome

The first Delvaux flagship store in the Italian capital, designed by the studio Vudafieri-Saverino Partners, recalls the layout of a Roman domus, reinterpreted with irony and in a modern key.

Delvaux, the oldest fine leather luxury goods house in the world, has inaugurated a new Flagship store in the heart of the Eternal City, located in a historic building in the exclusive Piazza San Lorenzo in Lucina. This opening follows the one of the Milanese boutique, confirming the increasingly prominent role the Italian market is playing for the brand.

The interior design project is by the studio **Vudafieri-Saverino Partners** - based in Milan and Shanghai - which has been responsible for the world concept of Delvaux boutiques since 2012: over 42 worldwide, of which 15 in Europe, 7 in Japan, 17 in the rest of Asia and 3 in North America. The concept uses the language of interior decoration to celebrate the *Belgitude* and creativity of the Maison in a different way for each city: this makes every Delvaux boutique unique in the world.

The *leit motif* of the new flagship store is the Domus Romana: the boutique concept arises from the equivalence between the space plan and the layout of homes in ancient Rome. Delvaux collections are thus to be found in the *Atrium*, the *Tablinum*, the *Peristilum* and the *Triclinum*, in a space that recalls a modern Domus Romana. A succession of areas from public to more and more intimate: the result is a shopping experience that offers a progressive sense of exclusivity.

On entering the boutique, the customer is welcomed to the first two splendid rooms of the "domus": the *Atrium* and the *Tablinum*, where an original **Venini** chandelier of the '70s is immediately noticeable. A very rare piece consisting of 500 crystal pendants in the shape of snowflakes of irregular section. The chandelier illuminates a precious inlaid, painted Italian game table, dating back to the seventeenth century, a decorative element worthy of a museum collection. The floor of the entrance, in precious Navona travertine marble, presents a lozenge pattern with brass inserts, giving a further touch of preciousness to the rooms.

At the back is the *Peristilum*, the most private part of the Domus. The signature feature of this room is the building's original white cross vaults. The columns are lined with a special wallpaper, designed by Vudafieri-Saverino Partners, in which the ruins of the Neoclassic artist **Piranesi**, are reinterpreted with a contemporary, pop vein, with a touch of irony.

In the Rome Flagship Store, the iconic Delvaux wardrobe - whose forms, colours and volumes are reinterpreted differently depending on the store where is located - was revisited under the inspiration of the Baroque architecture of Borromini. A choice that, together with the use of a gold background, is a homage to the Eternal City.

The elegant pale gold with glossy effect is also found on the walls decorated by the artist **Filippo Falaguasta**, which characterize the entire boutique.

The shopping experience continues in the *Triclinum*, the dining room of Roman times that has been reinterpreted as a VIP Room: a space for a deeper relationship with visitors who want something special. Guests are welcomed by vintage sofas and armchairs upholstered in grey velvet and a 1950s' **FontanaArte** coffee table. On the wall, bag templates dating back to the '50s form an abstract composition.

The result is a store with a distinctive, warm and friendly personality, full of references and citations that lead guests to discover the collections as well as Delvaux's *belgitude*.

DELVAUX ROMA

Piazza San Lorenzo in Lucina 36

Area: 135 sqm

Project: Vudafieri-Saverino Partners, Tiziano Vudafieri e Claudio Saverino
Design team and Project management: Roberta Lavena, Elena Pessina, Vanessa Ramponi, Elena Salvaterra

Lighting designer: Walter Amort

Special equipment: Paolo Giustini PGS ingegneria

General Contractor: Migeco

Millworker: Fratelli Bianchi srl per mobile su misura

Lighting fixtures: Egoluce, Formula Luci

Pavimentazione: Dieci_srl Carlo Mori, Marble travertino Navona and Gold spider

Wall finishing: Filippo Falaguasta

Wall paper: Wall and Deco on bespoke texture and graphic with 150UP studio

Chandelier: Venini-by Marco Arosio

Special pieces: divani e poltrone vintage rivestite in velluto grigio e un tavolino da caffè FontanaArte del 1950; table de jeu risalente al Seicento italiano

Sedute: Poufs by B&B Italia design by Caccia Dominioni

VUDAFIERI • SAVERINO PARTNERS

Faithful to the Milanese creative atelier tradition, the studio's work, guided by Tiziano Vudafieri and Claudio Saverino flows between architecture, interior design, retail fashion, hotel and food design, facing both the great urban, landscape and society themes along with residential, commercial and industrial location architecture.

Vudafieri-Saverino Partners has offices in both Milan and Shanghai and over the years has developed projects in almost every country and continent. www.vudafierisaverino.it

ABOUT DELVAUX

Founded in Brussels in 1829, Delvaux is the oldest fine leather luxury goods house in the world and has been active without interruption since its beginnings. Creator of more than 3000 designs, Delvaux filed the first ever handbag patent in 1908, thus becoming inventor of the modern handbag. Since its creation, la Maison has been both avant-garde

and true to the finest traditions of craftsmanship while conveying the grandeur, heritage and symbols of Belgian culture. Official purveyor to the Royal Court of Belgium since 1883, Delvaux has remained steadfast in its devotion to sharing and celebrating Belgian cultural references and values.

Press office Vudafieri-Saverino Partners:



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