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## Battistoni to Open First U.S. Flagship

By **Lucie Janik**



Italian men's and women's tailoring brand Battistoni is kicking off its global expansion with the opening of its first U.S. flagship in Los Angeles, slated for the end of January. Currently the brand is available in the U.S. at Barneys New York.

Located on Wilshire Boulevard, the 6,500-square-foot store will feature materials such as walnut, leather, bronze and travertine stone and 17th-century ceiling frescos. Italian architects Emiliano Vitolo and Giulio Baiocco are behind the concept of the store, which also offers a variety of art pieces and carries the brand's men's and women's collections.

According to Gianni Battistoni, honorary president of Battistoni, the opening of the first American store in Los Angeles was a natural choice for the brand, which is linked to the world of Hollywood, where it has dressed luminaries such as Marlon Brando, Francis Ford Coppola and Humphrey Bogart.

“In the Fifties, when the Battistoni laboratory had just opened, many celebrities and movie stars came to Rome and they very often spent time at our store,” he noted.

“It’s true that we have been present in Barneys for the last 15 years, but we have been present with our basic garments,” said Francesco Capodiferro, chief executive officer of Battistoni. “Now we are bringing the full extent of our men’s and women’s collection and, of course, our cultural heritage.”

Recently Battistoni opened a showroom for its made-to-measure services for customers in London and hopes to take its well-established business of bespoke shirts to Los Angeles as well. “Where we want to make a difference is in the bespoke shirt business,” Capodiferro said, adding that this is one of the brand’s biggest opportunities for next year.

Once the flagship opens, the brand will plot further expansion in the U.S. “As soon as we open the L.A. store, we will start working on a store in Miami, which is likely bound to happen in 2017,” Capodiferro said, adding that the Middle East and Dubai are interesting to the brand as well since the royal families of Qatar are loyal customers.