



The classy exterior of the new Giuseppe Zanotti store in Tokyo's luxury shopping district.

Ginza gets new luxury Italian shoe store

Giuseppe Zanotti Design has opened its first flagship store in Ginza, the luxury shopping neighbourhood of Tokyo.

Ginza is to the Japanese capital what Fifth Avenue is to New York, what Knightsbridge is to London or Avenue Montaigne to Paris, and what the Quadrilatero is to Milan. In other words, almost every major fashion brand in the world has a presence there.

The Zanotti brand has opened a string of new showrooms and shops across the fashion capitals of the world in the past 12 months. In the course of last year it opened four new boutiques under its own name in London, Paris and New York.

Its first boutique in London opened at the beginning of 2007—in this case in a location closer to the prestigious residential neighbourhood of South Kensington than the main luxury shopping district, but still in the same neck of the woods.

Then it was the turn of Paris, for which the footwear brand chose a location in Avenue Montaigne itself. Giuseppe Zanotti celebrated the launch of his own space in this diamond at the heart of shopping in

Paris by hosting a super exclusive party at the nearby Ritz Hotel during fashion week.

Then, in early July, a second London boutique opened, this time in Sloane Street (an emblematic Knightsbridge address), while the existing New York boutique in Madison Avenue reopened after a refurbishment and expansion programme that doubled the shopping space available to lovers of Zanotti shoes. These outlets have quickly become Giuseppe Zanotti's flagship stores in three of the cities at the pinnacle of the fashion world and the Ginza shop has taken its lead from them.

They each exemplify a new Zanotti brand concept, with refined materials like twisted leather lining on wood-panelled walls. Bronze-plated brass abounds along with bright lacquers on natural cream and dove shades, and—an Italian colpo di teatro which has become something of a signature for the brand—chandeliers made from Murano glass.

As part of its international expansion, the Zanotti brand had already opened two outlets in Tokyo, one in the Tokiu department store and the other in the Takashimaya shopping mall. However,

opening a store in Ginza at the start of 2008—one that mirrors the London, Paris and New York spaces—seemed like a logical step.

"Japan is a very important market for us and this flagship store will be the expression of our image," Giuseppe Zanotti confirms. "It is a very demanding market, which—with very competent and perceptive buyers in fields like fashion, quality and style—rewards product like ours."

He adds that the new store will strengthen the brand's presence in the Japanese market, by far the most important in Asia for luxury footwear.

In line with the same 'brand concept' principles, the new Ginza store has a soft and refined environment. The interwoven leather elements are there, in the furniture and on the walls, complementing dove and champagne lacquered surfaces with, once again, bronze finishes. And, of course, the Ginza outlet has a chandelier in Murano crystal leaves.

It is a refined space for (most would agree—just ask Demi Moore, Alicia Keys, Kim Cattrall, Kylie Minogue or a long and growing list of other

“...strictly Italian...”

INTERNATIONAL, BUT 100% ITALIAN

Giuseppe Zanotti's shoes feature under his own brand name as well as under that of parent company, Vicini. His creations also carry the Tapeet name and, at the same time, he manufactures under licence for Roberto Cavalli, Ferrè and Blumarine.

This wide-ranging portfolio has allowed the group to achieve double-digit annual growth rates and has enabled it to expand to have 30 flagship stores in key markets around the world and 300 employees. The company says its achievements are the result of product innovation, strict control of its product development and manufacture, strong knowledge of the markets it sells into and a careful commercial and communication strategy.

The company grew out of Giuseppe Zanotti's "creative workshop" in the iconic footwear production town of San Mauro Pascoli in Le Marche. The footwear industry is in the blood there—Giuseppe Zanotti's wife, Cinzia, is the daughter of the founders of another famous brand, Casadei.

One aspect of his recent success that has given the designer a great deal of satisfaction is the number of top celebrities that are choosing to wear Vicini and Giuseppe Zanotti footwear on television, on film-sets and at important public events. The company feels this has confirmed it as an international success, but one that is still 100% Italian.



The centrepiece decoration inside the store is the trademark chandelier in Murano glass, a feature in Zanotti outlets in New York, London and Paris too.

celebrities) equally refined shoes. Mr Zanotti describes the first collection to go into Ginza as shoes that either fall into the 'elegant and dateless' category, or that are more overtly 'designer', in strong and almost aggressive colours. It offers, he believes, a new and amusing way for

the shoppers who come through the door to stand out from the Ginza crowds.

The opening will be celebrated with a cocktail party in the ballroom of the Mandarin Oriental Hotel in Tokyo. One of Japan's biggest pop stars, Maki Nomiya—vocalist and one

of the founders of Pizzicato Five, and a close friend of Giuseppe Zanotti's—will entertain the guests. The event will have another unmistakably Japanese touch through special decorations created by one of the country's most famous flower artists, Azuma Makoto. 