

Cassina Contract supplies the Versace boutiques

Cassina Contract is partner for the production of the **Versace** boutiques, as part of the plan of development and growth undertaken in these recent years by the Maison Versace.

With its many years of experience in fashion retail for luxury brands, **Cassina Contract has turned into reality the Versace concept**. Cassina followed the single step of the project after the approved layout has been provided, from the technical drawings, to the production and the final installation of all furniture according to the project's details.

After the first **boutique in Paris**, Cassina Contract has supplied the Fit-Out of the boutiques **in Rome, Istanbul, Moscow, Singapore and Milan – in the prestigious location of the Vittorio Emanuele II Gallery**. All the boutiques are characterized by an elegant and contemporary style, highlighted by clear and minimal colors of the furnishings. The ambiances are characterized by a sculptural and dynamic allure, under the artistic direction of Versace.

An example of this fruitful collaboration between Versace and Cassina Contract is the boutique situated in the core of Milan, that has been designed by Versace to enhance the extraordinary reality of the prestigious location in the Vittorio Emanuele II Gallery. The color choices of Versace are sophisticated: **pure white, gold and brass are the predominant nuances**. This creates a “shell”, a sort of white drape able to show and enhance the preciousness of the Versace world. The Collection items are displayed on furniture made in Plexiglas, that are perfectly integrated with the walls' sinuous lines.

Cassina Contract for Versace:

Projects realized: Milan - Vittorio Emanuele II Gallery, Paris, Rome, Istanbul, Moscow and Singapore.

Images available on request:



Versace_Galleria Vittorio Emanuele II_exterior

Photocredit: MarcoCella



*Versace_Galleria Vittorio Emanuele II_interior
Photocredit: MarcoCella*



*Versace, Avenue Montaigne_exterior
photocredit: Courtesy of Versace*



*Versace, Istanbul_exterior
photocredit: Courtesy of Versace*



*Versace, Istanbul_interior
photocredit: Courtesy of Versace*

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