

THE GREEN LIFE
APRIL 5 – 22

RINASCENTE

FOREVER GREEN

DISPLAYS, PROJECTS, MENUS AND OTHER ECO-STORIES

IN THE SPOT LIGHT

IN MILANO AND ROME TRITONE

SALVATORE FERRAGAMO

Paper flowers for all

A paper flower artist will create crepe paper and printed paper flowers for the public, inspired by the Gancino collection. Every flower contains seeds to sow.

Milan piazza Duomo

Friday 5 and Saturday 6 April | 3 floor

Friday 12 and Saturday 13 April | 3 floor

Rome via del Tritone

Friday 12 and Saturday 13 April | ground floor



CLAUDIE PIERLOT

Nature in a T-Shirt

A t-shirt that exudes nature and is environmentally friendly. Claudie Pierlot promises to donate 5 euro for every t-shirt sold to the Biosphere Reserves of Keystone Foundation, an NGO located in India that helps women and the environment.

Milan piazza Duomo | 4 floor

Rome via del Tritone | 5 floor



DIOR

Enter the world of Miss Dior

Get ready to explore the sensorial universe of Miss Dior, letting yourself inebriate to seductive note. Free mini bouquet of flowers.

From 9 to 15 April

Milan piazza Duomo | ground floor

Rome via del Tritone | floor 1

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Flowers à porter

To carry on all the beauty of the green, Givenchy gift their Customers with fresh flower pins.

Milan Piazza Duomo | ground floor

Rome via del Tritone | floor 1



MARNI MARKET

Pop Up Store

Marni has set up a number of travelling pop-up stores, which stop off at major department stores worldwide. For the second year running, after a long journey, Rinascente is hosting a light-hearted space, where every detail has been designed specifically to reveal the fascinating and rich history of city markets. An oasis of playful prints and brilliant colours, where you can discover a series of limited-edition leisure and design items.

Milan piazza Duomo

From April 2 to May 2 | 6 floor

Rome via del Tritone

From April 4 to May 3 | Design Supermarket

