



## SHOP ITALY NYC. A Shopping Experience at its Fullest

Natasha Lardera (June 22, 2011)



Shopping Italian style in one of the city's trendiest neighborhoods thanks to a special promotion organized by the Italian Trade Commission and promoted by The Ministry of Economic Development

La Perla, Krizia, Massimo Bizzocchi, Moschino, Solstice and Industria Superstudio, these are all the retailers that took part of the events of Shop Italy NYC in the Meatpacking District... and these are the retailers that Italian architect and gallery director Francesco Piva has visited on the second day of the event. "I am here to enjoy this shopping experience at its fullest..." he says while sipping a glass of wine at the VIP Hospitality Tent in Gansevoort Plaza, "... so I want to go to each and every restaurant too." (The participating restaurants are La Bottega, La Gazzetta, Macelleria and Villa Pacri).



Organized by the Italian Trade Commission, Shop Italy NYC is a celebration of Italian heritage and quality throughout the city's greatest shopping destinations: the Meatpacking District, Madison Avenue (June 22, 23, 29 and 30) and Soho (July 6 and 7). On June 16th, the Meatpacking District is buzzing with trendsetters, young starlets, excited tourists and wannabes as any other night, with the difference that the tent right by the Gansevoort Hotel is really attracting people's attention. The tent is open to any shopping aficionado who is attracted by discounts and special promotions that would give them the opportunity to shop Italian high fashion.

"I believe this is an amazing event for the promotion of Italian high quality products here in New York City," Francesco says, "Many Americans love our style and the Made in Italy label but many stay away because they immediately assume that they can't afford it for some reason. Assuming is always a dangerous thing. If you look you can always find something that is right for you and something of superior quality lasts so much longer so in the end even though you spent more on a pair of shoes you get to enjoy what you bought for a longer amount of time."

At the tent Francesco picks up his VIP Shopper Card and map, it is finally time to move from one store to the next. Flutes filled with delicious bubbly are served at La Perla where guests can enjoy a preview of the new collection and take advantage of special discounts. The sophisticated and minimalist Krizia flagship store has been turned into a disco club, what a difference with the store that was on Madison! Indeed Krizia had for over a decade her flagship store on Madison Avenue but just a couple of years ago decided to move to this neighborhood. "This was a long time coming," said the Krizia's store director Patrick Field. "A tremendous number of women under 40 weren't familiar with Krizia. I don't see a younger customer shopping on Madison Avenue with the exception of Dolce & Gabbana and Prada. The Meatpacking District is the new hot area." At Massimo Bizzocchi, across the street from Krizia, on 14th street, guests are presented with the latest trends and unique pieces of high fashion with the Made in Italy and Made in Brooklyn labels. Moschino's designs are always fresh, fun, surrealistic and often push the envelope and the boutique is dotted with the "Shop NYC" promotion stands to remind customers that who shops will be rewarded. The same is happening at Solstice and Industria Superstudio.

At the restaurants, as well as at the boutiques, the managers have prepared special deals for Shop NYC guests, all it takes is to show your card.

**Aniello Musella**, director of Italian Trade Commission in New York, is very happy with the results of the promotion as all the boutiques and the restaurants have actively contributed to its success. "Many American shoppers have visited the VIP Tent at Gansevoort Plaza and the VIP Card helped allowed them to get nice discounts at showrooms and restaurants. All the parties in the store attracted onlookers who, between a glass of Prosecco and a nice snack, have really enjoyed their shopping experience."

And Francesco? He definitely took advantage of the opportunity and went home with a colorful tie from Bizzocchi and a hand tailored shirt. He has a final thought "All this excitement, this class and quality really makes me proud of being an Italian and of how Italy is represented in America."

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