



photo: Lino Vecchiato fotografo



Concept Store



For more than 30 years, Lazzari has proposed an avant-garde approach to dressing and a range of well-researched and alternative accessories, discovered and promoted emerging fashion designers, as well as those of the griffe.

With preparation, innovation in mind, accompanied by the desire to improve the service offered to his clients, the new Lazzari shop was opened in 2001. From the previous location in Calmaggiore Street, to the present location in "Le Canoniche Nuove", the 'new rectories', is an advanced conceptual space: a gallery interacts with the concept store, the elements that characterize it and the works of talented artists, an atmosphere capable of proposing body care products and cosmetics, clothing and accessories, side by side.



MONOCLE

A BRIEFING ON GLOBAL AFFAIRS, BUSINESS, CULTURE & DESIGN

Issue 67, volume 17
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Know your market – meet the players who are reinventing retail

Our 24-page SPECIAL REPORT of who's spending and splurging and what they want – and why bricks and mortar stores are here to stay



Monocle #67: Top 25 Shops (oct. 2013)

STYLE DIRECTORY TOP 25 SHOPS, BRANDS & B2B



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Best made-in-Italy selection
Lazzari, Treviso

Lazzari is the local must-see retailer for quality Italian-made menswear and womenswear. Most of the offer is home-grown, courtesy of brands Golden Goose, Label Under Construction, Il Bisonte, Carol Christian Poell, Guidi and Boboutic. "Even at this time of global uncertainty, Italy remains an innovator in the fashion industry bringing great labels to the sector," says owner Italo Lazzari, who opened the shop in 2001. The venture has steadily expanded its collection since, adding cosmetics, home accessories and international books and magazines – plus its own yearly fashion-focused publication, *Mug*. — *AIM*
lazzariweb.it



Fail-safe zip dresses, jeans and air-tight

Best ne cosmetic MDC.

Last autumn Canton, the director of famous cos Andreas Mi on her own Cosmetic. design a sh holistic can display bea a new way, specialists customers, MDC Cosm strasse stor architectur lez Haase v walls and s allowing th speak for th



Sportsweat International - Retailer of the week (oct. 2013)

The store was born with the hope of interlacing over thirty years of knowledge and experience in the fashion sector, coordinated to continually innovate the reality of classic retail experience. This offer, communication, space, and preparation are the results of a research of a global level.

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Mug is a free yearly magazine focused on fashion, clothing and all that has the power to influence people's lifestyles.



Born in 2001 as a special container for hints and trends from the whole world, the magazine has evolved over the years into a publishing project that can condense technical, social and historical contributions – like the ones it offers in showcases that go deep into the history and the evolution of a specific accessory or item of clothing – and more specifically editorial articles on new brands and up-and-coming stylists. Each issue focuses on the most updated retail realities, world fashion areas and emerging fashion district; a special report is each time devoted to a different fashion professionals. In addition to a whole section on art, design and creativeness, Mug offers a selection of the most important exhibition events in the field of clothing.

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