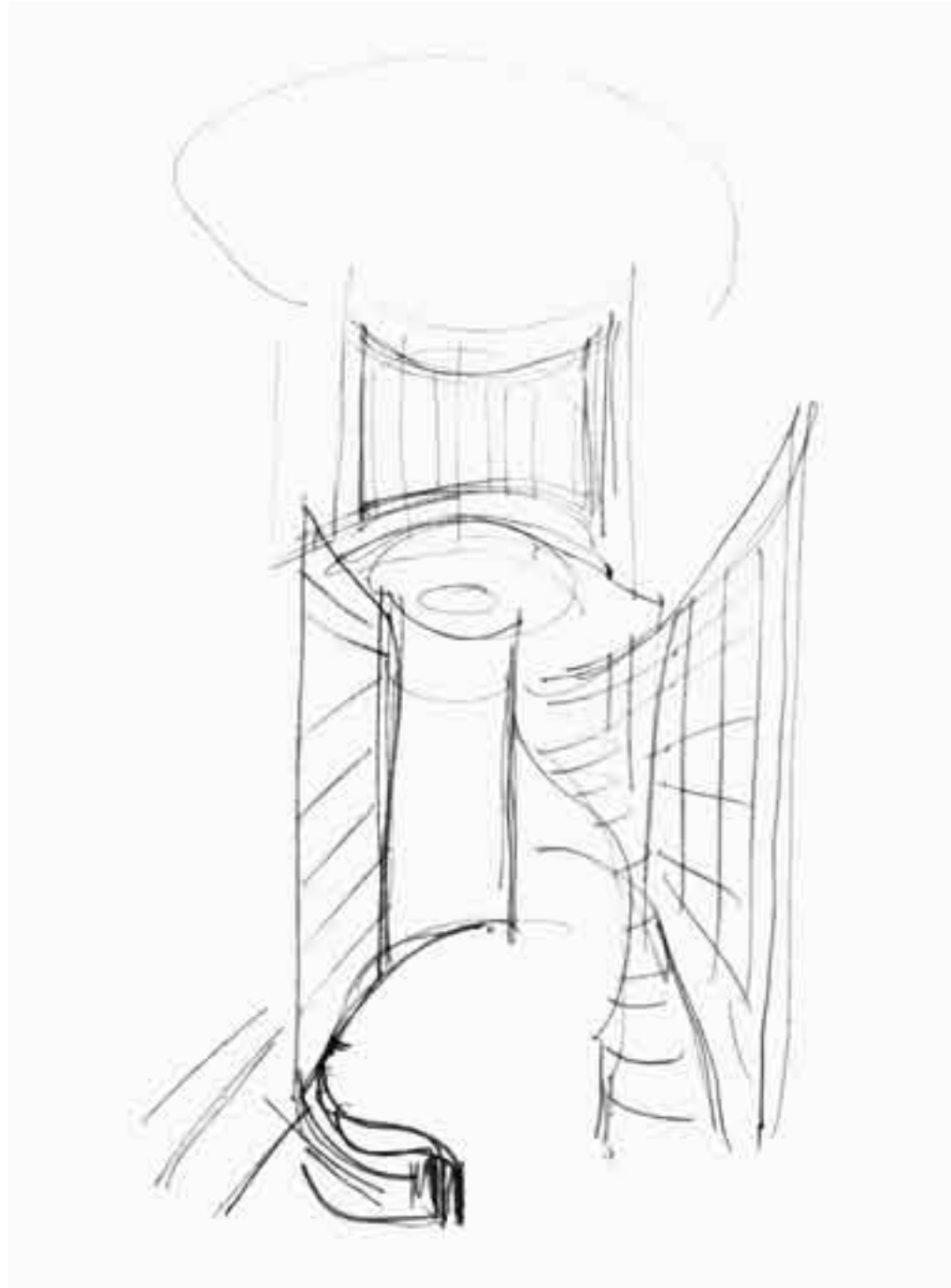




I view the home as a perfect shelter, a place where I can totally relax within a harmonious structure of colours and shapes that influences my feelings and mood to foster a sense of inner calm. All my homes reflect different and significant aspects of my personality, my life and my changing priorities, evolving gradually over time, while retaining their original character. They reflect my tastes and my passions, my aesthetic code and my profound need for comfort and functionality.

I always felt deeply passionate about the home, even before I launched Armani/Casa. Today I would like to share my vision and philosophical approach to living with the rest of the world. I want to create interiors in which people feel at ease and improve the aesthetic quality of their lives.

Giorgio Armani

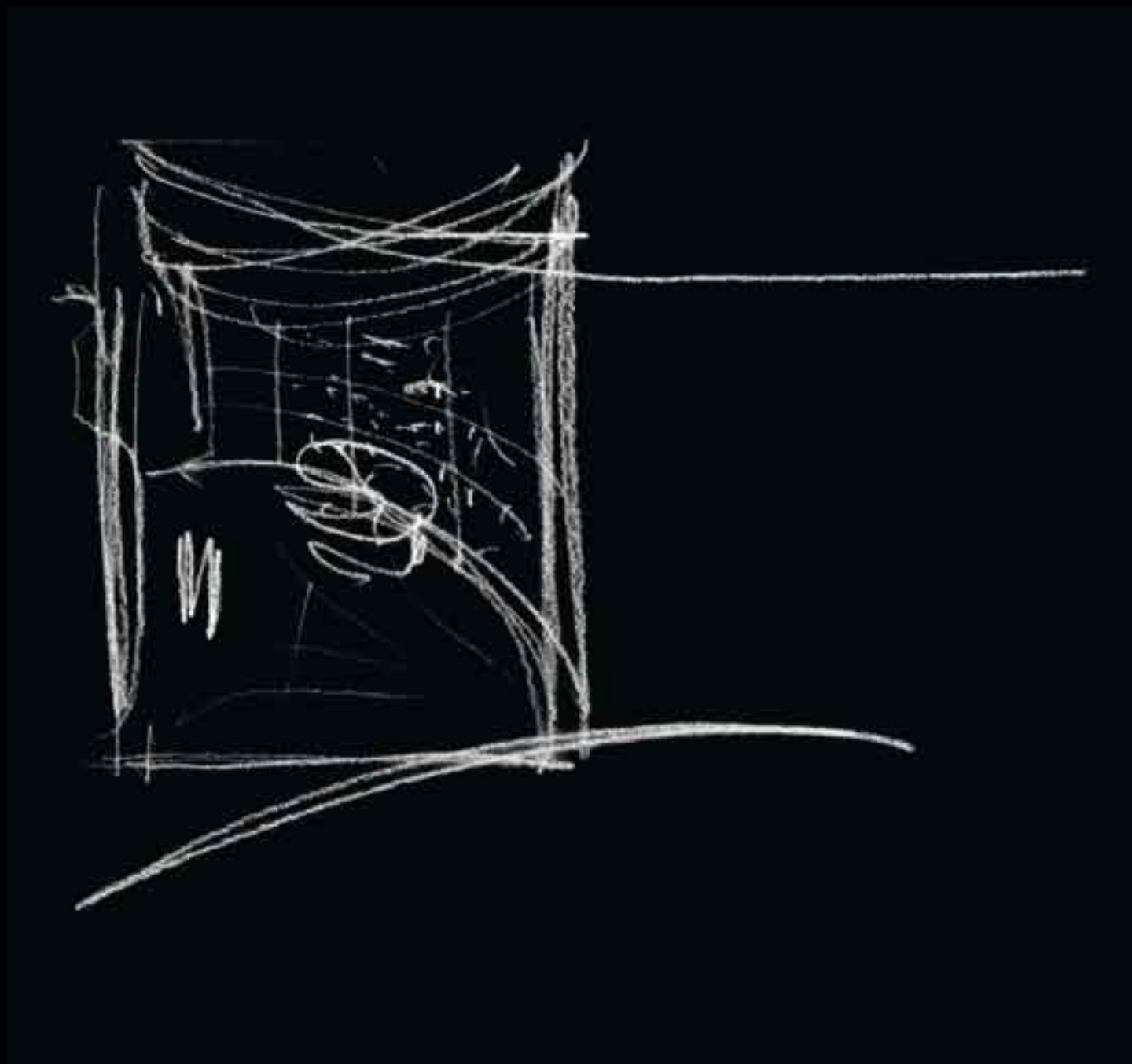


## THE ARMANI GROUP

The Armani Group is one of the leading fashion and luxury goods groups in the world today, with over 5,000 direct employees,13 factories and over 600 freestanding shops worldwide. It designs, manufactures, distributes and retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewellery, fragrances and cosmetics, and home furnishings, under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A|X Armani Exchange, Armani Junior, Armani Baby and Armani/Casa.

## ARMANI/CASA

Ten years after its foundation, Armani/Casa is a world leader in the luxury furnishings sector. A byword for elegance and style, it stems from Giorgio Armani's living dream of a warm, harmonious, highly comfortable and sophisticated haven. Furniture and furnishing accessories, objects, lamps and exclusive fabrics are the key points in the Armani/Casa Collection. Kitchen and bath systems subtly merge stylistic features and technology.



## INTERIOR DESIGN SERVICE

The strategy for the growth of the brand has been reinforced by a commitment to developing an exclusive personal service for an international clientele: Armani/Casa has launched an Interior Design Studio created in response to clients' demands for complete projects conceived according to the Armani style and philosophy.

A team of experienced architects and interior designers based in Milan, Paris, London and New York City, under direct supervision of Giorgio Armani instead of Mr. Armani, is dedicated to the design development of private residences and real estate projects.

The interior design team provides clients with a comprehensive design service, to handle different projects, from room decoration to complete architectural planning. While implementing the Armani style in different contexts and with different shades, the ultimate aim of the Studio is to ever respond to the demands and wishes of the client.

This consultancy service takes responsibility across the full span of a project, beginning with site analysis, research, meetings with the client, throughout construction phases until the final positioning of furniture and accessories.

The Interior Design Studio has been working on projects throughout the world. These are different in nature and complexity: apartments in the most exclusive locations, private yachts, exotic holidays villas and prestigious residential complex.



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MILAN







NEW YORK







PANTELLERIA













ANTIGUA

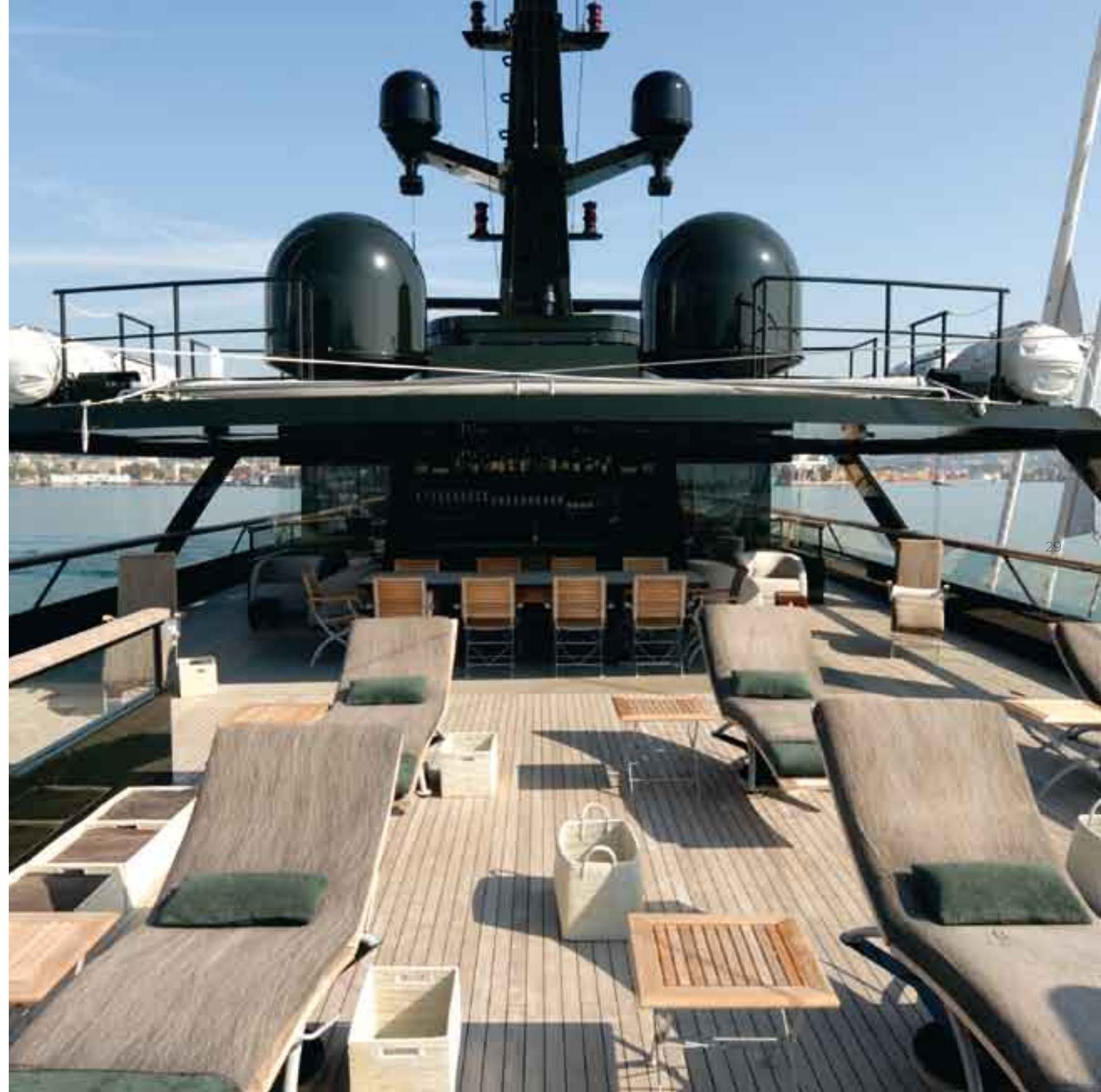








MAIN







30



31





## LIFESTYLE



Armani/Casa is a project dedicated to the individual and his wellbeing, comfort and pleasure. The mission of Armani/Casa is the creation of very special atmospheres, while responding to the specific needs of functionality of a modern living. The environment of Armani/Casa conveys a calm and peaceful feeling, an invitation to enter a dimension of clear lines, essential forms, perfect proportions and excellent materials. It is the expression of a cultivated aesthetic code, unaffected by seasonal trends, the achievement of a contemporary stylistical research. The result is a balanced and harmonious juxtaposition of settings, a fluid path that invites to linger in the various environments: dining, living, bedroom. A global atmosphere in which furniture, accessories, fabrics and decorations merge in a single, interactive dimension, enveloped by the magic of light, modulated to emphasise pure forms, wood essences and details of an object.





34



35





36



37







## ROME



Private residence. Summer 2009. Independent historical building, 300 sq meters on 3 levels, private garden and 100 sq meters roof terrace. Complete refurbishment, interior design and furnishing project.







44



45



## ST. TROPEZ



Private residence. Summer 2008. Two floors villa in the village of St. Tropez overlooking the bay. New construction. 280 sq meters, garden and outdoor pool. Architectural project, landscaping, as well as interior design and furnishing.







48



49

## NEW YORK



United Nation Trump Tower, top penthouse. 100 sq meters main living room for the Esquire Apartment 2003 edition. Decoration and furnishing project.



## ROME



Real estate project. 6 historical buildings in the heart of the town center converted into an exclusive residential complex. 70 apartment units and 800 sq meters of public spaces: main lobby, private lounge, and amenities. Interior design and furnishing project.









## ISTANBUL



Real estate project. Lobbies, roof pool and residential units in a newly built complex of three towers overlooking the Bosphorus, for a total of 1675 sq meters for the common areas and amenities. Interior design and furnishing project.









## ST. PETERSBURG



Private residence. 220 sq meters penthouse in a contemporary building. 70 sq meters roof terrace. Architectural project, as well as interior design and furnishing.



A modern, minimalist interior space, likely a lounge or waiting area. The room features large, white, modular sofas and armchairs arranged around dark, circular tables. The ceiling is high with recessed lighting strips. A large, white, cylindrical pillar stands prominently. On the left wall, a long, horizontal display shows fashion models. The overall design is clean and contemporary.







66



67





LA GARDE  
ADHEMAR



Private residence. Complete refurbishment of the 100 sq meters master suite. Interior design and furnishing project.



## MOSCOW



Real estate project. New high-rise residential building. 4 penthouses: Unit A 370 sq meters, Unit B 350 sq meters, Unit C 490 sq meters and Unit D 615 sq meters. Architectural project, as well as interior design and furnishing.













76



77

## WAIKIKI



Real Estate Project. Three penthouses with roof terrace in a newly built tower overlooking Waikiki beach, for a total of 550 sq meters for the apartments and 490 sq meters for the terraces. Interior design and furnishing project









82



83



MONOBRAND

Milan	Via Sant'Andrea 9
Milan	Via Manzoni 37
Paris	195 Boulevard St Germain
London	113 New Bond Street
New York	97 Greene Street
Los Angeles	Pacific Design Center
Tokyo	Armani/Ginza Tower, 4F 5-5-4 Ginza, Chuo-Ku
Barcelona	609/615 Avenida Diagonal, Pedralbes Centre
Cannes	Palais Stéphanie, 50 Bd. La Croisette/Rue Amoretti
Nicosia	8A Stasinou Avenue
Munich	Armani/Fünf Höfe, Theatinerstrasse 12
Athens	188 Kifissias Avenue, Halandri
Moscow	2 Tretyakovsky Proezd
Moscow	Barvikha Luxury Village, 8 km Rublyovo Uspenskoye Shosse
Hong Kong	111 Leighton Road, Causeway Bay
Beijing	Da Vinci Collection, 5F Tower B Cofco Plaza 8 Jianguo Mennei Da Jie
Chengdu	Da Vinci Collection, 1F Hong Da Int'l Plaza 2 Xia Nan Main Street Qing Yang District
Shanghai	Da Vinci Collection, Three on the Bund Ground F 3 Zhong Shan Dong Yi Road
Shanghai	Da Vinci Collection, 433 Yan An West Road
Shenzhen	Da Vinci Collection, Zhenye Mansion 2018 Bao An Nan Road
Guangzhou	Da Vinci Collection, 1 Tianhe Bei Lu Road Tianhe District
Singapore	Raffles Hotel Arcade 1-33/34, 328 North Bridge Road
Seoul	97-6 Chungdam Dong Kangnam Gu
Jakarta	Da Vinci Tower, Jl. Jend. Sudiman Kav 2
Kuala Lumpur	F1 -3- Explore Floor Starhill gallery 1 81 Jalan Bukit Bintang
Tel Aviv	3 Hataarucha street
Dubai	The Dubai Mall, Level 1
Jeddah	Al Rubaiyat Fashion Designer Home, Khayyat Centre Talhia Street
Riyadh	Al Rubaiyat Fashion Designer Home,Olaya Street
Kuwait City	Al Tilal Commercial Center Store G44, Shuwiekh Pepsi Street
Manama	Al Aali Shopping Complex
Amman	Saqra Building, Wadi Saqra Street Shops 4-5-6

SHOP IN SHOP

Berlin	Villa Harteneck, Douglasstrasse 9
Hamburg	Ulrich Stein, Ballindamm 11
Montecarlo	Segraeti, CC Le Metropole, 4 Avenue de Spélugues 17
Amsterdam	Wolterinck, Zevenend 33C, Laren
Antwerp	Hilde Cornelissen Interiurs, Arenbergstraat 9
Madrid	Distrito, Calle Juan Bravo 46
Prague	Stopka, Praha City Center, Klimentska 46
Bratislava	Stopka Bratislava, Astoria Palace Hodzovo nam.1/A
Bucarest	Philosophy, Calea Victoriei 60-64 Sector 1
Beograd	Lusso, Airport City, Omladinskih Brigada 90b
St. Petersburg	Design Gallery, Ul. Bolshaya Konjushennaya2
Samara	Artematica, Molodogvardeiskaya str 209
Novosibirsk	Relan Zero, 43 Bolshevistskaya str
Reggio Emilia	Melegari Arredamenti, Via Emilia 14, Ponte d'Enza,
Istanbul	Ismet Mobilya Nispetiye, Tepecik yolu S.Ahmet Acarkan Sok 9
Almaty	Arte di casa, 162 Zheltoksan Str
Bangkok	Decor Mart, Park Thouglor Tower, 555 Sukhumuit 55, Klongton Nua, Wattana
Taipei	Ching Shang, 1F no.2-1 Lane 269 Sec 3 Nan King East Rd
Auckland	Neospace T/A Matisse, 99 The Strand, Parnell
Casablanca	Asia Ameublement, 9 Rue Essanani Res Hamza Bd Du Phare
Cairo	Living In Interiors, Km 28 Cairo – Alex Desert Rd, Industrial Area, Abou Rawash
Cairo	Living In Interiors, Katameya
Doha	Living In Interiors, Museum Street, Al Jabir Building

For any further information about our exclusive interior design service please contact:

Armani/Casa Interior Design Studio

Via Sant'Andrea 9 - 20121 Milano  
idsmilano@giorgioarmani.it  
ph. +39.02.76.26.02.35

97 Greene Street - New York, NY 10012  
idsny@giorgioarmani.com  
ph. +1.212.965.1239

Giorgio Armani's Milan Home - Courtesy of Elle Decor Italia, photos by Mads Mogensen

Main m/yacht - Photos by Alessandro Braida



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