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TOUR

The Artful Living city guide to Milan.

BY ALLISON DUNCAN

MORE WELCOMING THAN PARIS AND LESS OVERWHELMING THAN LONDON, MILAN IS THE FAVORITE FASHION CAPITAL of those in the know. Among the many reasons: its "droll-worthy interiors, a borderline-religious devotion to fashion, nice restaurants staffed by nice people and good-looking Uber drivers in suits," according to Brooklyn, New York-based fashion writer Emilia Petrarca, a former fashion editor at *The Cut* and current author of the *Shop Rat* newsletter. "I love that its inhabitants are unabashedly fancy."

Home to no shortage of famed fashion houses (Prada, Giorgio Armani, Missoni and Gucci to name just a few), the European metropolis boasts a fall fashion week in September that has the stylish set shuttling from the runways to duomo-adjacent cafes in droves. And they don't skip the Prada outlet, a not-so-secret spot on the outskirts of the city (roughly an hour by bus) which offers upward of 70% off on fashion and accessories. "Every time I'm in Milan, I secretly dream of living there one day," says Los Angeles-based fashion designer Anine Bing. "Everything — from the food to the people — feels so magical."

We asked tastemakers to share their favorite hotels, can't-miss restaurants and bars and the best shops for scoring a fashionable find.



PORTRAIT MILANO

New on the scene is Portrait Milano, a former seminary turned five-star hotel by the Ferragamo family, under their Lungarno Collection hospitality portfolio. The property — recently restored by architects Michele De Lucchi and Michele Bönan — sits just a few steps from Via Monte Napoleone, a shopping street second in luxury only to Fifth Avenue in New York City. But for a dose of retail therapy even closer to home, the hotel offers the sister location of the Milan boutique Antonia, where fashion's elite prey on Jacquemus Le Bambino bags and cult-favorite knits from Toteme — a favorite haunt of part-time city resident Mariella Avino, owner of the Palazzo Avino hotel in Ravello, Italy, and curator of its retail shop, The Pink Closet. The hotel is also home to the flagship of So-Le Studio, a sustainable jewelry brand founded by Maria Sole Ferragamo (great-granddaughter of the famous shoemaker) who has made it her mission to reimagine discarded materials.

STAY

DINE

LANGOSTERIA

Milan restaurateur Enrico Buonocore found inspiration for his quartet of Michelin-starred Langosteria eateries in his childhood on the Amalfi Coast. Seafood standout Langosteria Bistrot — the most playful of the four, with specials handwritten on mirrors and miniature hot-air balloons suspended from the ceiling — is hidden in the Navigli neighborhood, where some of fashion's biggest brands are headquartered. "It's a fun spot — Rihanna sometimes goes," says New York City-based fashion writer Andrea Bossi. "Don't miss the ice cream-stuffed fruit for dessert." There's also homemade smoked spaghetti with clams; a drool-worthy raw bar, the Plateau Langosteria, with everything from sea scallops and langoustines to sea truffles and Saint-Vaast oysters; and Mariella Avino's go-to, the King Crab "alla catalana." Avino, who starts each meal with a selection of cocktails, also recommends saying hi to Gennaro, the restaurant's barman. "He's the best," she says. Executive Chef Donato Di Giuseppe runs the kitchen.



PHOTOGRAPHY: FREDERICK BRUNO/ARTIST MILANO / A MEMBER OF THE LEADING HOTELS OF THE WORLD; BOTTEGA VENETA AND LANGOSTERIA BISTRIT

BOTTEGA VENETA

This spring, Bottega Veneta debuted its newest boutique in Milan's Galleria Vittoria Emanuele II shopping center. Designed by the luxury Italian fashion house's creative director, Matthieu Blazy, the two-story store features a sumptuous mix of textures, like green Verde Saint Denis marble paired with Italian walnut and leather seating atop wool carpeting. While the retail concept will offer apparel and home goods, the real draw is the fashion accessories. The fashion set have adopted Bottega's Jodie as 2024's It carryall, thanks to its minimal blend of the brand's famed *intrecciato* construction (woven leather strips) and signature knot — available in 57 unique interpretations. A newish launch is the Andiamo, a boxy bag with knot hardware that's been spotted on supermodel Hailey Bieber, Academy Award-nominated actress Michelle Yeoh and actor Jacob Elordi (of *Saltburn* and *Euphoria*).

SHOP