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## Acqua di Parma, MIRTO and More Open in Brickell City Centre

NEWS December 22, 2016 by Hadley Henriette



MIRTO shirt

Brickell City Centre, downtown's hot new shopping destination is finally almost fully open. If there is one thing you can say about BCC, as insiders call it, is that it is not your average mall. Aside from amazing architecture which includes a "climate ribbon" that directs breezes inside the covered but open-air mall, it's all about the stores. Many are the first U.S. branches of popular Latin American and European brands such as MIRTO, a Spanish men's shirting brand that has been in business since 1956. The brand makes impeccable quality shirts with exclusive fabrics and innovative patterns in the heart of Madrid. The Miami location houses the MIRTO signature collection of men's luxury shirts, furnishings and sportswear, each designed with artisan textiles and contemporary styling.

The shirts can be made-to-order and monogrammed on-site in the boutique, making it a destination for discerning gentlemen and ladies who want to buy them unique gifts.



Acqua di Parma Brickell

Another Acqua di Parma, the iconic Italian brand, which was available only through select shop-in-shops, has opened its first USA boutique in Brickell City Centre. Picking Miami is kind of a big deal. "We selected Miami as our first city due to its international recognition in art, design and culture which are values that define the essence of Acqua di Parma," said Giovanni Lepori, President North America.

Acqua di Parma invites customers to an ultimate Italian experience based on tradition and heritage in their branded boutique. The space evokes a sense of an elegant Italian home, where each detail has been curated with the utmost attention to delight all senses. The Miami boutique has been outfitted with the brand's signature design characterized by Calacatta marble and dark wenge wood that emphasizes the yellow Acqua di Parma colored walls. At the center of the boutique is the design hallmark of a giant leather-covered pyramid artfully displaying bottles of the brand's most famous and timeless Colonia.

Most anticipated is the intimate and luxurious Barber's Shop where devotees can enjoy the ritual of shaving reminiscent of a classical Italian barbershop while seated in an original barber's chair. Shaving and skincare products from the Collezione Barbieri have been created to accompany each phase performed by a skilled, expert barber.

Other new stores we are excited about that have not been in Miami include Jorge Bischoff, Harmont & Blaine, and Baldinini.

HAUTE LIVING

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