



# Milan

# Itineraries

NSS EDICOLA

30 LOCAL  
BUSINESSES  
RESHAPING  
THE CITY



# Milan

# Itineraries

PRESENTED BY



IN COLLABORATION WITH



**Confcommercio**  
Giovani Imprenditori  
Milano Lodi Monza Brianza

# FOREWORD

## SHOP SMALL, A LOOK INTO THE FUTURE OF MILANESE STORES

Cities are constantly changing. Time transforms their streets, habits, and faces, yet without erasing their identity, the very essence that makes them unique and deeply connected to their own history. Within them, neighborhoods too, like living ecosystems teeming with life, evolve alongside the habits and passions of the people who inhabit them. Holding this fabric together is **local commerce**: the small shops and venues that offer citizens not only excellent products and services, but also places for meeting, gathering, and sharing. They are invaluable points of reference for the community, playing a fundamental role in keeping the spirit of neighborhoods alive.

This year, as American Express proudly celebrates **125 years alongside businesses and consumers** in Italy, the company turns its gaze toward the future by telling the story of the next generation of merchants reshaping the face of local commerce in Milan, with the ambition of representing the country as a whole. These businesses, whether recently opened or passed down through generations, are bringing **new ideas, creativity, and energy** to their respective fields across a wide range of sectors, while remaining deeply connected to the identity, culture, and authenticity of their territories.

To tell these stories, American Express created this guide together with the Young Entrepreneurs Group of Confcommercio Milano Lodi Monza Brianza, a point of reference and support for the local entrepreneurial landscape, and with nss editola, one of the editorial realities most attuned to contemporary urban culture. Across these pages and along the suggested itineraries, you will discover **thirty extraordinary stories** of next generation merchants. Whether you are Milanese by birth eager to rediscover your city through a new lens, curious visitors, or travelers seeking experiences deeply connected to local culture, we invite you to let these itineraries guide you. Turn these pages, explore the stops on the map, and let yourself be inspired by the energy and passion of those who, every day, **help make Milan a unique, vibrant city** looking toward the future. Enjoy the journey.





# EDITORIAL

## A NEW GENERATION OF ENTREPRENEURS IS REWRITING MILAN'S URBAN ITINERARIES

In recent years, the concept of the "**Milanese lifestyle**" has become a true cultural and social imaginary, fueled daily by memes, reels, and viral social media content. It is a narrative that is often ironic, sometimes even dystopian, portraying a city populated by freelancers constantly "on calls," endless weekend brunch lines, increasingly unaffordable rents, and a highly competitive work environment. But Milan is not merely a collection of stereotypes: it is also a network of itineraries, urban trajectories, and places crossed every day by people who continuously redefine its identity. This **guide**, born from the editorial vision of nss edicola in collaboration with

American Express, stems from the desire to overturn the conventional narrative and chart new Milanese itineraries through a horizontal perspective that embraces a **new generation of entrepreneurs**, creatives, independent realities, and above all, people. The digital guide is accompanied by a web-based map featuring a curated selection of next-generation merchants. Each selected reality becomes a stop along an urban itinerary that invites people to experience Milan differently: in a way that is less frantic, more experiential, and more participatory.



From sports to new retail formats, from multifunctional spaces to independent cultural projects, every business featured in the guide tells a different facet of the city. What also brings them together is a shared vision of what a metropolis can offer the people who inhabit it: accessibility, quality of service, and an international outlook. Every address featured in the guide **contributes each day to shaping Milan** through a selection centered around realities capable of representing the city's present and, in many cases, its future.



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# WAKING UP





NEIGHBORHOOD: PORTA VENEZIA

YEAR OF FOUNDATION: 2019 (E-COMMERCE) | 2024 (PHYSICAL SHOP)

MANAGER: ANNA FRABOTTA



Before arriving in Milan, **Frab's** had already become a go-to destination for anyone searching for independent magazines that were nearly impossible to find in Italy. Founded in Forlì in 2019 as an online project by Anna Frabotta, Frab's gradually evolved from a simple e-commerce platform into a fully fledged **cultural hub** dedicated to contemporary publishing. The opening of its Milan space in 2024 marked a new chapter for the project, bringing to the city a reality that had already built an international community of readers, creatives and visual culture professionals. *«I realised that the difficulty of finding independent magazines in Italy wasn't just my own issue, but something an entire community was experiencing»*, says Frabotta. Today, Frab's operates as an **archive**, a **curatorial space** and a **research platform** centred around magazines. Its carefully curated selection of publications, the contextual work surrounding each title and its ability to create connections between people and ideas have turned the project into one of the most recognisable names in Europe's new wave of independent publishing.

This vision also led to the creation of Mag to Mag, the first festival in Europe entirely dedicated to magazines, which transformed Milan into an international meeting point for publishers, artists and creative communities – *«we're not interested in simply accumulating titles, but in building connections and giving visibility to publications that often remain outside traditional circuits»*.

# URZÌ VINTAGE SELECTION

**NEIGHBORHOOD:** BRERA  
**YEAR OF FOUNDATION:** 2018  
**MANAGERS:** FABIO E LISA URZÌ

In the heart of Brera, among the streets that best embody Milan's understated and refined aesthetic, **Urzi Vintage Selection** has spent more than fifteen years building a **careful research process centred around the quality and uniqueness** of Italian vintage fashion. Founded by Fabio and Lisa Urzi, the store curates Made in Italy clothing, accessories and bijoux spanning from the 1960s to the early 2000s, shaping a selection that reflects a distinctly **Milanese idea of style** - far removed from fast-moving trends and instead rooted in the culture of well-crafted pieces designed to stand the test of time. Every item is chosen by evaluating its *«condition, fit and contemporary relevance»*, through a selection process that brings together archival value, tailoring and modern taste. Walking into Urzi Vintage Selection means experiencing a space built around direct relationships, personal guidance and a sense of hospitality that, over the years, has turned the store into a **point of reference** not only for **locals**, but also for visitors searching for a more authentic and less obvious side of Milan.



QUARTIERE: MOSCOVA

YEAR OF FOUNDATION: 2025

MANAGERS: IRYNA KOVALCHUK | LUCY PODOPRYGORA



In a city that never slows down, **Noï** is trying to do the exact opposite. Founded in 2025 by Iryna Kovalchuk and Lucy Podoprygora, the space combines **reformer pilates** with **contemporary tea culture** in an experience designed to slow the pace of Milanese life. «We wanted to create a place where wellness wouldn't feel performative or loud, but something genuine and beautiful to experience», says Kovalchuk. Noï brings together movement, design and ritual through reformer pilates classes and a curated selection of Japanese teas, creating a space where people can stay even after their wor-

kout to read, work or simply unwind. «People in Milan work a lot, move quickly and have incredibly packed schedules, and that's exactly why they are starting to place more and more value on moments of quality and genuine wellbeing». A **deeply personal project** that now aims to become one of Italy's new points of **reference for contemporary wellness**.

# WAO WE ARE OPEN

NEIGHBORHOOD: ISOLA

YEAR OF FOUNDATION: 2023

MANAGERS: ONE DAY GROUP (PROPRIETÀ) | MASSIMILIANO ZAMPINI (FOUNDER & CEO)

Milan has always built its identity around work, but in recent years the way people experience professional spaces has changed radically. After the pandemic, offices, leisure time, social life and everyday routines began to overlap more and more, reshaping the very concept of the workplace itself. It is within this shift that **WAO - We Are Open** was born, the project led by Massimiliano Zampini that today includes three locations across the city spanning coworking, events and hospitality, with a new living-focused project set to open in Certosa. The idea behind WAO starts from a simple principle: *«workspaces should no longer be just places where you rent a desk»*. For this reason, the project has built an **ecosystem that combines community, hospitality and networking within environments designed to foster relationships and a sense of belonging**. WAO's goal is to redefine the relationship between productivity and social interaction through spaces that are more fluid, informal and open to the cross-pollination of professions, creativity and different experiences.



# PAN BAKERY AND KITCHEN

NEIGHBORHOOD: SUSA

YEAR OF FOUNDATION: 2023

MANAGERS: YOJI TOKUYOSHI | ALICE YAMADA



In just a few years, **PAN Bakery and Kitchen** has changed the way Milan experiences the ritual of the contemporary café and bakery. When it opened in 2023, founded through the collaboration between Yoji Tokuyoshi and Alice Yamada, the city had not yet turned matcha, Japanese pastries and specialty coffee into mainstream phenomena. PAN arrived ahead of the curve, introducing an aesthetic embraced by younger generations and social media alike, while building one of the city's most recognisable communities around breakfast culture, brunch and **coffee culture**. Today, following the success of its first openings, the project has just launched

its third Milan location. Originally conceived as a spin-off of Bentoteca after the experience of Katsusanderia, PAN blends Japanese, French and Italian influences within a **convivial and deeply contemporary space**. *«We wanted to create a multicultural place that could genuinely represent our passions»*. Its organic LILU matcha imported from Japan, together with its research into bread-making and pastry, has helped define a distinct identity that has gone on to influence the city's entire food scene, as Yamada also points out: *«PAN is authentic, it listens to its customers without ever betraying its own nature»*.

# COLLANINE COLORATE

NEIGHBORHOOD: PIAZZA CINQUE GIORNATE

YEAR OF FOUNDATION: 2020

MANAGERS: LORENZO FRANCHINI | GIACOMO GIOVAGNOLI



There is a side of Milan that, in recent years, has rediscovered the value of small things: a handmade object, an accessory capable of becoming a recognisable signature. It is exactly from this idea that **Collanine Colorate** was born in 2020, the project founded by Lorenzo Franchini and Giacomo Giovagnoli. What started almost by chance with a necklace made for fun has since become one of the most recognisable independent brands within Milan's new creative scene. *«When our friends started asking us where they could buy it, we opened an Instagram page without imagining it would eventually become our job»*. Every piece is still **handmade in Italy** through a collaboration with a Milan-based social cooperative, an approach that combines quality, ethical production and attention to detail. But the brand's success also lies in its ability to build a **loyal and genuine community** that has grown alongside the project itself. *«Milan gave us an ecosystem full of connections and a curious audience that is always open to new things»*, says Franchini. A small brand born from a spontaneous intuition that is now already looking beyond the city's borders.



# ERBORISTERIA CAMPO DEI FIORI

NEIGHBORHOOD: PIAZZA CINQUE GIORNATE

YEAR OF FOUNDATION: 1980

MANAGERS: ROBERTA & FRANCESCA FORTE | CLAUDIA MOLEMAN



Since 1980, **Erboristeria Campo dei Fiori** has watched Milan change from its storefront on Viale Premuda. Opened by Claudia Moleman's grandparents at a time when **natural wellness** still belonged to a niche audience, the business is now continuing its journey through three generations of the same family. Inside the shop, while the second generation carries on the tradition of classical herbalism, Claudia Moleman is leading the project into a new phase that feels closer to the habits and rhythms of contemporary Milan. She explains that *«opening up to social media, e-commerce and learning how to manage a business in the digital world was a major challenge»*. After joining the family business around seven years ago, Claudia helped bring this historic reality into the digital era through a new form of

communication designed to speak to younger generations as well. Today, it is precisely this **combination of tradition and innovation** that defines the identity of Erboristeria Campo dei Fiori, a fully female-led family business that continues to maintain a direct relationship with both the neighbourhood and the people who have been part of it for decades.

# LOSTE CAFÉ

WAKING UP

QUARTIERE: TRICOLORE  
YEAR OF FOUNDATION: 2021  
MANAGERS: LORENZO CIOLI | STEFANO FERRARO



After spending twelve years abroad, Lorenzo Cioli and Stefano Ferraro chose Milan in 2021 as the home of **Loste Café**, a specialty coffee destination serving breakfast, brunch, and lunch. Having refined their expertise over the years, the two founders succeeded in building **a space where everyone involved genuinely feels part of the project**: «*Loste is unique because every member of the team carries this culture forward with pride and discipline, the Loste culture. We do not believe in competition; instead, we focus on improving our work day after day.*

Through the daily challenge of **trying to make everyone happy**, from customers and employees to collaborators and industry professionals, while remaining faithful to their standards and values, Loste Café has established itself as a distinctive presence within Milan's contemporary landscape, fully embracing the city's energy: «*It is a blend of tradition and internationality.*

*When I think of the stereotype of the Italian lifestyle, I do not think of Milan, but rather of a slower, small town way of living. Milan inevitably retains a touch of Italian life, yet within a far more dynamic and fast paced environment, shaped by a strong international outlook. For us, it is a compelling and inspiring combination».* Lorenzo Cioli and Stefano Ferraro now envision a future in which their business can continue to expand internationally, while preserving the quality of their offering and the satisfaction of their customers.

# CLORI HOME&FLOWERS

**QUARTIERE:** COLONNE DI SAN LORENZO

**YEAR OF FOUNDATION:** 2015

**MANAGERS:** FRANCESCO & RITA SORRENTINO



**Clori Home&Flowers** is the Milan based venture founded by Francesco and Rita Sorrentino in 2015, transforming a love for nature into an entrepreneurial project where **plants and flowers become true elements of design and style**: *«Through our historic bottega, we aim to bring the beauty of the botanical world into people's everyday lives, treating every arrangement and installation project as a unique work of art»*. It is this devotion to beauty that has made Clori Home&Flowers a reality where **nature can engage in dialogue with space** and with people's emotions, an aspect that lies at the very core of the project: *«What sets us apart is our obsession with attention to detail, our constant pursuit of the highest product quality, and a bespoke approach to customer service. We do not simply sell flowers;*

*we curate a tailored experience for everyone who enters our world»*. For Francesco and Rita, Milan represents a dynamic ecosystem that rewards merit and creativity, constantly encouraging them to improve, even during the most challenging moments, such as the Covid period, which they were able to transform into an opportunity: *«At a time when people were confined to their homes, there was a boom in orders. Flowers became a way to remain close to one another, and people rediscovered the importance of making their domestic spaces feel more welcoming»*. The future of Clori Home&Flowers is still being written, yet their vision is one of **growth that brings together innovation and tradition**, without ever losing the historic identity and warmth of their shops.



# WALKING AROUND



# DUE000 CONTEMPORARY ARCHIVE

NEIGHBORHOOD: CITTÀ STUDI

YEAR OF FOUNDATION: 2020

MANAGER: AGNESE FURLAN

**Due000 contemporary archive** is a project born in Venice in 2020 from the passion and distinctive eye of its founder, Agnese Furlan, for vintage fashion and archival pieces. Today, Due000 has found its place in Milan, at Via Niccolò Jommelli 22, where digging into the past becomes an act of love: *«The aim of the archive is not simply to catalogue garments by designers from the past, but to perform an act of love towards both our past and our future, respectfully giving these pieces a new life and new meanings capable of generating unexpected possibilities and narratives. From this comes the essence of the project: "Contemporary inspiration"»*. What defines Due000 contemporary archive is the authenticity and sensibility guiding every curatorial choice: *«My research is not driven solely by brands or historically significant pieces; it is rather an expression of my personal taste and emotional state as I observe reality, shaped by both inner and outer influences»*. Through her project, Agnese Furlan has captured the spirit of Milan while overcoming the challenges often faced by young entrepreneurs, finding in the city the ideal place to nurture and expand her vision: *«To me, "Milanese life" means a blend of melancholy, 1980s allure, and contemporary subcultures; it means moments of transition and encounters. Milan is a place where you can feel at home without ever truly becoming bored»*. Balanced between a conscious aesthetic sensibility and a desire to establish itself, the future of Due000 contemporary archive is still being written: *«I see my store evolving into a label, a space recognised for its authenticity and credibility. I also hope, though this remains a secret, to open a second location in the city closest to my heart»*.



# TONE BREAD LAB

**QUARTIERE:** CITTÀ STUDI

**YEAR OF FOUNDATION:** 2021

**NOME DEI GESTORE:** GIOVANNI MARABESE



In a city that thrives on cultural exchange and innovation, Tone Bread Lab is the project founded by Giovanni Marabese, who since 2021 has been exploring food as an expression of collective identity. Created during the pandemic, TONE took shape as a bakery where bread becomes a medium through which to narrate cultures, migration, traditions, and research, moving beyond the conventional idea of "Made in Italy" through continuous experimentation and dialogue with other culinary traditions. «The decision to open a bakery rather than a restaurant comes from the fact that bread is probably one of the foods most deeply connected to a country's culture. Through bread, it becomes possible to tell stories of migration, tradition, techniques, agriculture, and worldviews in an immediate way». A space where "Made in Italy" is defined by the quality of raw materials, the authenticity of its identity, and a sense of continuity: «TONE was born from an idea of constant experimenta-

tion». As a young entrepreneurial reality, the project has had to confront the complexity of the Italian landscape, transforming necessity into possibility: «Milan is above all a place of continuous exchange, where different cultures, people, and ideas meet every day. It is a city that forces you to evolve quickly, while at the same time risking the homogenisation of everything», says Giovanni Marabese. «The challenge, in our opinion, is to preserve a distinct identity without ever ceasing to engage with what comes from outside». For Tone Bread Lab, the future lies in growth that remains coherent with its own identity, balancing research and sustainability, where breadmaking becomes a tool for imagining more resilient and conscious food systems.



**QUARTIERE:** PORTA VENEZIA

**YEAR OF FOUNDATION:** 2026

**MANAGERS:** PIERPAOLO BIANCHI | MARCELLO MASTROGIACOMO

**RITO** was founded in Milan in 2026 from the vision of Pierpaolo Bianchi and Marcello Mastrogiacomo. Drawing on their backgrounds in fashion and luxury, the two founders created an essential yet welcoming breakfast bar and coffee spot where **breakfast and brunch become part of a daily ritual**. *«The idea came from the desire to create a place in Milan that we felt was missing: somewhere you could have a savoury breakfast, where you could order eggs, for example, from 8 in the morning until 4 in the afternoon, and not only on Saturdays or Sundays. Across the rest of Europe, having eggs, avocado, or bacon for breakfast is completely normal; in Italy, sweet breakfasts are still far more common. At RITO, you can have both, every day»*, explain the two founders. At RITO, **the defining element is consistency**: *«I believe what truly sets us apart is the simplicity of the experience and its continuity. At RITO, we chose to have one single menu available every day. This means you can come in for breakfast and always order eggs, savoury dishes, and specialty coffee, without having to wait for weekend brunch or specific time slots»*.



Within this context, the project created by Pierpaolo Bianchi and Marcello Mastrogiacomo represents both a challenge and an opportunity to embrace the energy of Milan: *«The greatest challenge was transforming an idea that felt so clear in our minds into a concrete reality, especially within a complex industry such as hospitality. Managing timing, costs, bureaucracy, staff, and unexpected situations requires an enormous amount of energy and adaptability. Milan is a fast paced and highly competitive city, so you need to remain consistent, present, and ready to evolve constantly»*, they continue. *«People are increasingly looking for places where they can slow down, even if only for a good coffee or a well made breakfast. RITO wants to be exactly that: **a daily meeting point within the intense rhythm of the city**»*. It is from these foundations that the internationally inspired breakfast bar and coffee spot envisions its future growth, expanding gradually while preserving its authenticity and recognisable identity, continuing to build and strengthen its community.

# TITÀ BIJOUX

WALKING AROUND

NEIGHBORHOOD: PORTA VENEZIA

YEAR OF FOUNDATION: 2012

MANAGER: CÉLINE AMMERICH



**Tità Bijoux** is the Milan based atelier and boutique founded by Laura, a decorator whose life has unfolded between Paris and the Caribbean, together with her daughter Céline. The name pays tribute to Tità, the founders' maternal grandmother, preserving a **family story shaped by creativity and craftsmanship**. *«Everything began with a passion I have carried with me since childhood: jewelry, which has always been part of my world»*, recalls Céline Ammerich. The creations of Tità Bijoux range from precious metals and gemstones to trimmings and shells, yet the true heart of the brand remains lace. In 2008, Laura and Céline became the first in Italy to patent a technique for creating rigid, lightweight, and colourful lace jewellery, which still stands today as one of the defining symbols of the brand's identity. Equally important is the relationship with their community of clients, which continuously inspires bespoke creations and creative collaborations. Following the challenges of opening the business and navigating the COVID period, Tità Bijoux strengthened its online presence and is now also looking towards the international market, envisioning growth that preserves **the human and artisanal spirit** of the brand. *«I would love for Tità to increasingly become a space open to workshops, events, and pop ups by like minded creatives: a living place where people can meet and share the beauty of handmade craftsmanship»*, concludes Céline.

**NEIGHBORHOOD:** PORTA VENEZIA

**YEAR OF FOUNDATION:** 2026

**MANAGERS:** GABRIELE BATTISTA SAVERGNINI | LUCA SOLDI

**Liquido** is a fully independent perfumery founded in Milan in 2026, in the Porta Venezia district, with the intention of redefining fragrance beyond conventional market dynamics. The space curates niche and contemporary brands, giving visibility to independent and lesser known artistic realities where **perfume becomes a form of creative language**: «*We wanted to break away from the traditional idea of perfume and transform it into a creative, tangible, and accessible language for every generation. Liquido was born from our passion for everything underground, aesthetic, and deeply identity driven*». Liquido is a place where attention to the customer experience meets the **quality of the research behind every fragrance selection**, becoming both a meeting point and the very heart of the project itself: «*The creative approach is equally important to us: we want to spark conversations, provoke reactions, and challenge the more traditional rules of the industry. On social media, we use a direct and unfiltered language designed to bring anyone curious closer to the world of perfumery and to the discovery of something different*».



The project's strong creative identity has allowed Liquido to distinguish itself from other established realities within Milan's landscape. By embracing the city's innovative and dynamic spirit, Gabriele and Luca have succeeded in carving out their own space, where **exchange and discovery** become defining elements: «*We would like Liquido to become an international reference point for contemporary perfumery, while maintaining a strong and unapologetically independent identity. We imagine an ever growing community, creative collaborations, events, and perhaps additional spaces beyond Milan. The goal is to grow without ever losing the curatorial and experimental approach that defines us today*».



# CAROZZA CALZATURE

WALKING AROUND

NEIGHBORHOOD: ARCO DELLA PACE

YEAR OF FOUNDATION: 1956

MANAGER: MARTA CAROZZA



Founded by Marta Carozza's grandfather and later passed on to the second generation in 1978, **Carozza Calzature** is now preparing to celebrate its seventieth anniversary through a new chapter led by Marta herself, who has been running the family business since 2019. For her, taking on this legacy was *«a beautiful responsibility»*, approached with the desire to **preserve the continuity of a historic store** while continuing to look for new ideas and new ways to grow. Today, Carozza Calzature continues to stand out for its professionalism, expertise and versatile selection dedica-

ted to men, women and children, while maintaining the **direct relationship with customers that has represented the heart of the business for decades**. Marta took over the store during a particularly delicate moment for independent retail, shaped by the rise of e-commerce, social media and changing consumer habits, with the goal of also reaching those who *«don't have time to come into the store but are still looking for assistance, human connection and a carefully curated selection»*.

**QUARTIERE:** TRICOLORE  
**YEAR OF FOUNDATION:** 2014  
**NOMI DEL GESTORE:** VERONICA VARETTA



**LIL Milan** was founded in 2014 in the heart of Milan as a brand of handcrafted gold jewellery, entirely handmade in Italy and curated by its founder, Veronica Veretta. In 2022, the project expanded with the introduction of **ÂGÉE**, a line dedicated to **vintage jewellery** and conceived to give new life to pieces from the past. At the centre of the brand is the LIL House, a flagship store hidden within a Milanese Liberty building, a space that reflects both the aesthetic vision and entrepreneurial spirit of its founder: *«I have a creative soul but a solid background in economics: it is precisely this dual nature that pushed me to take the leap»*.

At the heart of the project lies the concept of **self-gift**: *«We do not sell jewellery as a reward bestowed from above or as a status symbol to display. We present it as a gift you choose to give yourself»*. LIL Milan was born from the desire to create a different approach to jewellery, one that feels more personal and closer to its community: *«For us, it is not simply an “audience”, but a group of people with whom we engage authentically every single day»*. Real gold, Milanese artisanal craftsmanship, and accessible prices define the identity of the brand, which emerged from Veronica's determination. Despite having no family background in the jewellery industry, she succeeded in building an authentic and recognisable reality: *«The point was never simply to “make jewellery”, but to approach this world as an outsider and to do it entirely in my own way»*. After overcoming the initial challenges of entering a still highly traditional sector, **LIL Milan consolidated its growth while maintaining a strong connection to Milan and to its own identity**: *«Handmade in Milan»* is not merely a slogan, but the reflection of the brand's roots and of the place where it continues to create, while now also opening itself to the international market.



# OSLO MADE IN HEAVEN

WALKING AROUND

**QUARTIERE:** CENTRO STORICO  
**YEAR OF FOUNDATION:** 2024  
**MANAGERS:** YASMINE & JULIE AUDI



Milan, with its spirit of cultural exchange, has also become home to projects arriving from abroad, as in the case of **Oslo Made in Heaven**, the family run business founded by Yasmine and Julie Audi, specialising in **cakes and artisanal ice cream inspired by international flavours**. *«We already had one business in Lebanon and another in America, both originally founded by our mother almost thirty*



*years ago. During the Covid period, the idea of opening in Milan emerged, where we recognised a real opportunity. Milan felt like the right place: an open, cosmopolitan city, ready to welcome something different from tradition. We wanted to create a pastry shop with unexpected flavours and bring part of our culture to Italy», explain the founders. Oslo Made in Heaven quickly distinguished itself through the **quality and uniqueness of its creations**: «Rose, wild orchid: these are combinations you would not expect, and alongside the ice cream you find our angel cakes, soft and airy, as though they had come out of a dream».*

Between Milan's chic and refined soul and the opportunities the city has to offer, the two entrepreneurs also had to confront the challenges of opening a business in a foreign country and, drawing from their previous experiences, adapt to a different way of running their project. Balancing **tradition and contemporaneity in perfect harmony**, Yasmine and Julie have set themselves a clear ambition: *«To open in every capital city in the world! At least, that is the dream. To bring this small universe of flavours, colours, and beauty to as many people as possible».*

NEIGHBORHOOD: MISSORI  
YEAR OF FOUNDATION: 2014  
MANAGERS: MARIA & GIOVANNI MORATTI



**Colibrì** is Milan's so called "**book-bar**", founded in 2014 by Maria and Giovanni Moratti, where the core of the project lies in a strong sense of community and familiarity: *«We felt the need for a place where people could find, on one hand, a refuge, a home away from home, a space to simply be; and on the other, an aggregator, a generator of community, humanity, and content».*

What sets Colibrì apart from other venues is precisely this **sense of togetherness**, which forms the beating heart of the project: *«We are a sort of free republic that engages in dialogue with the city rather than a commercial business. We are a place built on inclusion and encounter, and in a city that increasingly prides itself on being exclusive, and therefore on excluding, we feel proudly different».* As Colibrì has grown, Maria and Giovanni have had to face the typical challenges of a project of this nature, from bureaucracy to the costs required to sustain events designed as oppor-

tunities for gathering, exchange, and hospitality. Fully embracing the spirit of Milan, the two founders have built their identity around the soul of the city: *«Milan is our home and we would like it to become a welcoming home for everyone, not just for the most fortunate»* - they continue - *«we hope to grow, multiply, and become increasingly friends of the city, making it more beautiful and more just. More community, in short».* Colibrì demonstrates how communities, when they truly work, are able to grow, evolve, and connect, becoming the real engine of change.

NEIGHBOURHOOD: COLONNE DI SAN LORENZO

YEAR OF FOUNDATION: 2018

MANAGER: GENNARO BOCCIA



After building its own identity over the years between London and Naples, **PEZZE** arrived in Milan in 2026, bringing with it a vision of second hand fashion far removed from the logic of fast-moving trends. Founded by Gennaro Boccia in 2018, the project grew out of a **personal research process** first developed in London, where vintage was often defined mainly through the value of designers or hype culture. «I chose to build a selection centred around detail, quality and the identity of each individual piece». Every item is selected by hand through a **precise eye that focuses on cuts, materials, signs of**

**time and authenticity.** Today, the boutiques in London, Naples and Milan reflect three different yet complementary identities, turning each store into a space deeply connected to the zeitgeist of the city hosting it. For Boccia, Milan represents a new chapter in this international growth journey: a city where work, taste and cultural energy constantly coexist, creating the ideal environment for a project that is already looking towards Asian capitals as the next step in its evolution.

# READING ROOM

NEIGHBOURHOOD: CORVETTO  
YEAR OF FOUNDATION: 2018  
MANAGER: FRANCESCA SPILLER



**Reading Room** was born in 2018 from an idea by Francesca Spiller: to create a space capable of bringing publishing, visual research and contemporary culture into dialogue through **niche magazines**. Over time, the project has become one of the key reference points within Milan's independent editorial scene, building a community shaped by encounters, conversations and collaborations between publishers, creatives, cultural institutions and brands. *«Our identity is rooted in a precise curatorial approach, with an international perspective and a strong focus on the contemporary creative scene».*

Through events, podcasts and curatorial projects, Reading Room has turned printed matter into a **meeting point for contemporary visual culture**, even at a time when print has increasingly become more of a fetish object than a communication tool. Spiller revealed that *«the biggest challenge was carving out an authentic space within a competitive and constantly changing city, while always maintaining coherence and identity»*. Today, Reading Room continues to grow as a cultural platform, imagining new formats and collaborations capable of creating connections between people, ideas and contemporary publishing.




# AFTER HOURS



area  
pedonaledivieto di transito a veicoli  
non autorizzati

eccetto:

- veicoli a servizio di persone  
invalidhe
- force dell'ordine, ambulanze,  
vigili del fuoco
- veicoli merci autorizzati
- auto e motorveicoli ad uso dei  
residenti
- taxi, N.C.C.

 controllo accessi  
con telecamere

**NEIGHBORHOOD:** PORTA VENEZIA

**YEAR OF FOUNDATION:** 2021

**MANAGERS:** FRANCESCO BASILE | MATTEO DENTI

In a Milan that is constantly evolving, **Magutt** contributes to this transformation with an idea of **authentic conviviality**. Founded in 2021 by Francesco Basile and Matteo Denti, the venue is an informal yet carefully curated space where guests can discover a selection of craft beers and experience moments of genuine social connection. «*Milan is a dynamic, international city in constant evolution, but at the same time people are increasingly looking for authentic places where they can stop, feel good, and socialise. In our small way, we try to create exactly that: an informal yet curated environment, a meeting point where you can step away from daily routines and experience moments of quality and conviviality*», the two entrepreneurs explain. Magutt combines authenticity with a pursuit of quality, standing out for its attention to customer experience and for a carefully designed offering. «*We aimed to create a venue that would not be just one of many, but a recognisable space, with a curated selection of craft beers and a concrete focus on people's experience*». A project in constant growth, Magutt manages to **bring together hospitality and progress within the food & retail sector**, without ever losing its identity.



# MACELLERIA PELLEGRINI

NEIGHBORHOOD: PORTA VENEZIA

YEAR OF FOUNDATION: 1949

MANAGERS: GIORGIO PELLEGRINI | MILENA BARZAN



In Milan, the name Pellegrini has long been associated with the historic butcher shop, but in recent years the project has entered a new phase thanks to the arrival of the family's third generation. After studying economics, Alessandro Pellegrini decided to open a second location on Via Pacini, giving the brand a **more contemporary direction while expanding the very concept of the traditional butcher shop**, as he himself explained: *«I realised I had a great opportunity in my hands to build a business directly in the field».*

While the historic Spallanzani location still reflects the bond with Milanese family tradition, the new Via Pacini space represents the evolution of the project. It is no longer just a public butcher shop, but a **gastronomic destination that combines quality, research and a new kind of experience tied**

**to contemporary food culture.** Today, it is precisely this balance between family history and modern vision that sets **Macelleria Pellegrini** apart within a sector that is becoming increasingly rare in the city. *«Walking into Pacini, you can clearly see the direction we want to move towards».*

**NEIGHBORHOOD:** PALESTRO

**YEAR OF FOUNDATION:** 2013

**MANAGERS:** LUCILLA, LUCREZIA & LUDOVICO BONACCORSI

In the hustle and bustle of Milan, **LùBar** was born, originally launched in 2013 as a travelling street food project aboard an Ape Car and today established in its main location inside the Villa Reale, within the spaces of the Galleria d'Arte Moderna in Milan (GAM). The creative idea of siblings Lucilla, Lucrezia, and Ludovico Bonaccorsi, originally from Sicily, has evolved into a lush green oasis filled with plants, marble, and bright glass surfaces: *«We felt the absence of a physical place. A place that could be open at all hours of the day and throughout the year».*

**LùBar combines the elegant Milanese aesthetic with the authentic flavours of Mediterranean and Sicilian tradition**, in a space that has now become an institution: *«We believe in an approach to hospitality that is informal and relaxed, yet professional at the same time. Always with a strong desire to evolve: we never take for granted that what we do is perfect. We prefer to constantly reinvent ourselves, always looking for new ways to raise the bar and improve»*, the founders explain. Among the challenges faced by young entrepreneurs such as Lucrezia and Ludovico Bonaccorsi, LùBar has continued to expand its presence with LùBarino in Brera and Officine LùBar at the Monumentale, a space dedicated to private events and a central laboratory for baking and pastry production, outlining **an organic growth in which its community can expand together with the brand's lifestyle**.



QUARTIERE: BRERA  
YEAR OF FOUNDATION: 2021  
MANAGER: LUCA SANTERAMO



In just a few years, **FiveFourFive** has become one of the most recognisable names within Milan's new generation of fashion brands. Founded in Milan by Luca Santeramo, the label has built a **community around its universe that goes far beyond simple streetwear**, combining minimalism, digital culture and contemporary lifestyle. After years of organic growth, FiveFourFive opened its first permanent flagship store in the heart of Brera, a neighbourhood that today perfectly represents the dialogue between fashion, creativity and Milanese culture. The project was born from the desire to transform the everyday wardrobe into something recognisable and personal through accessible, timeless garments designed to accompany daily life. From the very beginning, the brand developed a distinct identity capable of blending Milan's energy with the imagery of the Italian Dolce Vita, shaped by summer, the sea and Mediterranean lightness. In a saturated market dominated by fast-moving trends, FiveFourFive has continued to follow a clear direction, building a **coherent visual universe that today represents a new idea of contemporary Italian identity**, one that feels close to younger generations while remaining deeply connected to its cultural roots.



# MOGO HI-FI BAR AND DINING

NEIGHBORHOOD: SCALO FARINI

YEAR OF FOUNDATION: 2025

MANAGERS: MAIN PARTNER POLIFONIC E BURRO STUDIO



In just a few months, **MOGO Hi-Fi Bar and Dining** has become one of **Milan nightlife's definitive places to be**, managing to establish itself even beyond the city's most saturated circuits. Opened in 2025 through a collaboration between Polifonic and Burro Studio, the project was born from the idea of creating a Milanese space inspired by Japanese listening bars, where music, food and beverage, and artistic direction coexist within the same experience. MOGO has built an identity centred around quality and obsessive attention to detail, from the interior design and mu-

sic selection to the curation of the menu and the overall atmosphere of the space. *«To build a successful business, having ideas isn't enough. The execution phase is always incredibly complex»*, says Marco Sala, one of the co-founders. This is also why MOGO quickly evolved into a **multifaceted destination, frequented both by Milan's creative scene** and by those searching for new ways to experience the city beyond its most predictable routes.

# PLINIO IL GIOVANE

NEIGHBORHOOD: PIAZZA CINQUE GIORNATE

YEAR OF FOUNDATION: 1975

MANAGER: MARIO PRANDINA



**Plinio il Giovane**, the historic Milanese design showroom founded in 1975 by Mario Prandina, has spent nearly fifty years promoting a **vision of design rooted in craftsmanship, sustainability and design culture**. *«The goal was to preserve an Italian artisanal tradition that was already on the verge of disappearing»*, explains Elena Prandina, who now leads the brand's new generation alongside her father. In recent years, Elena has guided Plinio il Giovane into a more contemporary phase, opening the project up to digital languages and social media. Today, the contemporary workshop **continues to reinterpret the Made in Italy tradition** through essential, repairable furniture designed to last over time, deeply connected to Milan's creative spirit. Alongside the historic family business, Elena is also developing new projects such as @plinioproject, dedicated to the world of leather and material research, further expanding the brand's creative universe.

*«We want to continue growing while keeping our values intact: craftsmanship, quality, respect for the environment and care for people».*

# IL VERZERATT DAL 1919

NEIGHBORHOOD: POLICLINICO

YEAR OF FOUNDATION: 1919

MANAGERS: LUCA & MATTEO BULGHERONI | MARCO CASSANI | AMBROGIO DAVOLI



When family traditions are passed down from generation to generation, realities like **Il Verzeratt dal 1919** are born. A historic Milanese kiosk founded by the Bulgheroni family and specialised in the sale of fruit and vegetables, it has today expanded its original activity by offering aperitifs and fruit based snacks, transforming a neighbourhood space into a place of encounter. Now in its fifth generation, the project is carried forward by Claudio, Luca, and Matteo Bulgheroni together with Marco Cassani and Ambrogio Davoli, with the aim of **preserving its identity while adapting to contemporary**

**change:** *«I analysed the surrounding context and thought that, in order to keep up with the times, the business needed to be adapted to new consumption habits. It would have been nice to continue offering our seasonal produce not only as groceries to take home, but also as something to be enjoyed directly on site»*, says Luca Bulgheroni.

The historic nature of the kiosk is intertwined with a strong focus on product quality and customer relationships: *«What has guided us was not simply a business idea tied to profit, but the desire to create something beautiful and long lasting over time»*. Despite the challenges linked to balancing family tradition with new entrepreneurial choices, Il Verzeratt is now a growing reality, strengthened by the opening of a new point of sale in the same square, designed to distinguish but keep connected the two souls of the project: retail and on site consumption. In a Milan that, for the owners, means home and memory, Il Verzeratt continues to represent **an authentic neighbourhood place**, capable of evolving without losing its family character and its connection to tradition.



# GYRU CYCLING STUDIO

NEIGHBORHOOD: MISSORI  
 YEAR OF FOUNDATION: 2025  
 MANAGER: FRANCESCA MISSIROLI



**GYRU Cycling Studio** was founded in 2025 with the ambition of building something different. After discovering the SoulCycle phenomenon while living between Madrid and Los Angeles, Francesca Missiroli returned to Milan with the feeling that the city was still missing a **place capable of transforming fitness into a collective, emotional and immersive experience**. More than a gym, GYRU is a **space built around the shared energy** created by music, lighting, architecture and a carefully curated selection of instructors, all becoming part of an experience designed to push people beyond simple physical training. Opening a format that was still largely unknown to the Italian market at just 27 years old meant having to confront the issue of credibility from the very beginning, while simultaneously learning how to manage every aspect of the business. *«Milan is one of the few cities in Italy where you can introduce something new and immediately find the right people who understand it»*. Yet it is precisely this constant tension that defines the project today: a brand imagining a new way of experiencing fitness, built around an emerging community.

# SERENDEEPITY

AFTER HOURS

**NEIGHBORHOOD:** PORTA TICINESE

**YEAR OF FOUNDATION:** 2009

**MANAGER:** NICOLA MAZZETTI

Since 2009, **Serendepity** has occupied the same corner at the end of Corso di Porta Ticinese, in one of the areas that has most vividly reflected the transformations of Milanese subcultures over the past fifteen years. Through venue changes, emerging creative scenes, fleeting trends and an ever-evolving nightlife, Nicola Mazzetti's store has remained **one of the city's strongest reference points for music culture**. Over the years, the space has welcomed DJs, producers, collectors, artists and vinyl enthusiasts, evolving into something that goes far beyond a simple record store. It was born from the idea of creating «a space where I myself would have wanted to spend time, discovering music and meeting interesting people». Built out of a passion for vinyl and the desire to share music through direct human connection, Serendepity continues to shape its identity through **research, curation and constant evolution**. Today, more than fifteen years later, Serendepity still exists almost exactly as it was first imagined: an independent space that has watched Milan change continuously without ever losing its ethos.



# RITA COCKTAILS

NEIGHBORHOOD: NAVIGLI

YEAR OF FOUNDATION: 2002

MANAGERS: EDOARDO NONO (FOUNDER) | CHIARA BUZZI (BUSINESS PARTNER)



When **Rita Cocktails** opened in 2002, the Navigli district had not yet taken on the hyper-commercial and overcrowded identity we associate with it today. Within that context, the venue founded by Edoardo Nono was conceived as a sort of next-generation neighbourhood bar, capable of attracting not only Milanese regulars, but also tourists, bartenders and cocktail enthusiasts. Today, more than twenty years after opening, Rita stands as one of the places that most significantly contributed to transforming the very concept of the Milanese cocktail bar, **evolving the traditional idea of the local neighbourhood spot into a cultural, cross-generational space** deeply connected to the city itself. For Chiara Buzzi, who joined the project in 2018 first as manager and later as partner, Rita had already represented years earlier «*a trendy venue where cocktail culture operated at an incredibly high level*».

Even today, Rita still defines itself as an “**international neighbourhood bar**”, preserving the convivial atmosphere built over the years around the counter, aperitivo culture and a clientele that has grown alongside the venue itself.



Itinerary  
**North Milan**

**MILAN**

MOGO

25

WAO - WE ARE OPEN

4

ISOLA

BULLONA

PORTELLO

PORTA  
NOI BALDI

CAROZZA CALZATURE

15

CITYLIFE

PORTA  
SEMPIONE

PORTA  
TENAGLIA

545

BRERA

LUBAR

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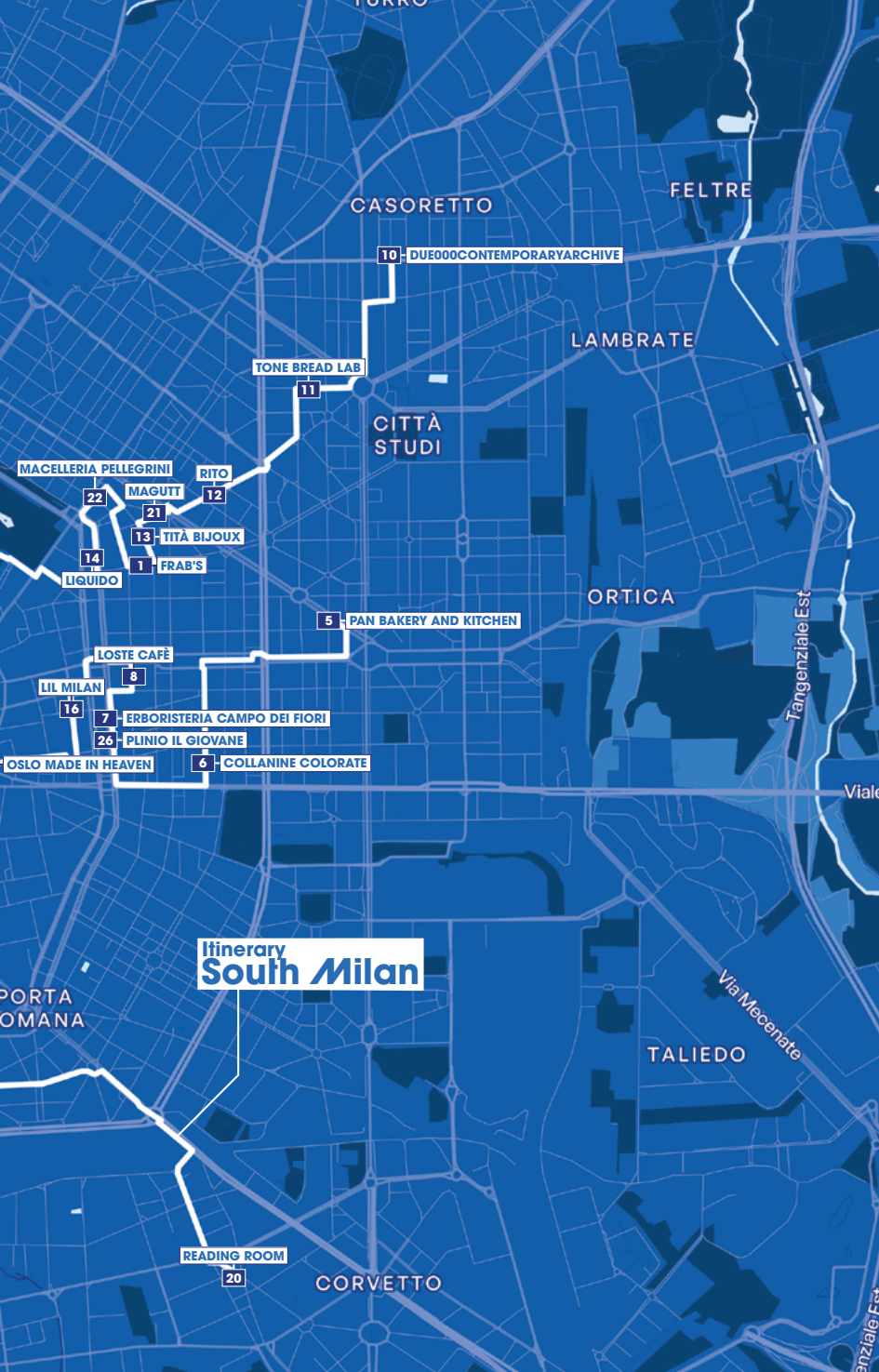
Via Savona

SAN  
CRISTOFORO

MORIVIONE

MONCUCCO

BARONA



CASORETTO

FELTRE

10 - DUE000 CONTEMPORARY ARCHIVE

LAMBRATE

TONE BREAD LAB

11

CITTÀ STUDI

MACELLERIA PELLEGRINI

22

MAGUTT

21

RITO

12

13 - TITÀ BIJOUX

1

FRAB'S

LIQUIDO

14

5 - PAN BAKERY AND KITCHEN

ORTICA

LOSTE CAFE

8

LIL MILAN

16

7 - ERBORISTERIA CAMPO DEI FIORI

26 - PLINIO IL GIOVANE

6 - COLLANINE COLORATE

OSLO MADE IN HEAVEN

Tangenziale Est

Viale

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ROMANA

Via Mecenate

TALIEDO

READING ROOM

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CORVETTO

anziale Est

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3 **NOÏ**  
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4 **WAO - WE ARE OPEN**  
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# CREDITS

## ACKNOWLEDGEMENTS

AMERICAN EXPRESS WOULD LIKE TO THANK ALL THOSE WHO CONTRIBUTED TO THE CREATION OF THIS PROJECT: CONFCOMMERCIO MILANO, LODI, MONZA, BRIANZA AND ITS YOUNG ENTREPRENEURS GROUP, NSS MAGAZINE AND BURSON ITALIA. A SPECIAL THANK YOU ALSO GOES TO ALL THE MERCHANTS WHO SHARED THEIR STORIES WITH US AND MADE THIS GUIDE POSSIBLE. AMERICAN EXPRESS WOULD LIKE TO THANK ALL THOSE WHO CONTRIBUTED TO THE CREATION OF THIS PROJECT: CONFCOMMERCIO MILANO, LODI, MONZA, BRIANZA AND ITS YOUNG ENTREPRENEURS GROUP, NSS MAGAZINE AND BURSON ITALIA. A SPECIAL THANK YOU ALSO GOES TO ALL THE MERCHANTS WHO SHARED THEIR STORIES WITH US AND MADE THIS GUIDE POSSIBLE.

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## PHOTO CREDITS

PICTURES OF URZÌ VINTAGE, PLINIO IL GIOVANE, LOSTE CAFÉ, TONE BREAD LAB, RITO MILANO, TITÀ BIJOUX, LIQUIDO MILANO, CAROZZA CALZATURE, COLIBRÌ, 545, WAO ISOLA, RITA COCKTAILS ARE COURTESY OF THEIR RESPECTIVE PERSONAL ARCHIVES.

## PRINTING

GAM EDIT. PRINTED IN JUNE 2026



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