

## Madison Avenue - Fashionably Italian

Natasha Lardera (June 27, 2011)



Made in Italy has always been synonymous with glamor, style and elegance due to its supreme tradition of craftsmanship, distinctive design and the use of materials of the highest quality. Thanks to SHOP ITALY NYC Italian top fashion and design is now accessible to all.

Madison Avenue carries one-way traffic north-bound from 23rd Street to 135th Street, through the



years it has been identified with the advertising industry after the explosive growth in this area in the 1920s and with luxurious designer shopping because of its exclusive boutiques. It has often been described as pure elegance and high fashion and is a firm favorite amongst fashion junkies and window shoppers alike. Most of the shops on Madison Avenue are Italian and are the favorite destination of stars and starlets alike. In addition to amazing shops, there are several cafes and restaurants whose sumptuous offerings will revive you for your next bout of shopping in New York City.

Madison Avenue is now hosting the Summer edition of [SHOP ITALY NYC](#) [2], a month long series of shopping events held in the city's finest Italian boutiques, retail stores and restaurants. Promoted by the Italian Ministry of Economic Development and organized by the Italian Trade Commission, SHOP ITALY NYC is a unique opportunity to shop Italian high fashion at "bargain" prices.

"There is a huge Italian presence in New York," Alexandra Nesterczuck, manager of the children boutique Monnalisa said, "and this promotion is a way to embrace it better. A lot of regular clients have come into the store to ask questions about SHOP ITALY NYC because they see the sign and they are excited about the promotions."

Throughout the month-long promotion, every Wednesday and Thursday starting at 5 p.m. (and up to 8 p.m.) shoppers can kick off their night at Shop Italy NYC's VIP Hospitality Tents located in the evening's designated area: on Madison Avenue between 63rd and 64th Streets on 29 and 30. At the VIP Hospitality Tents guests can enjoy complimentary Italian food and beverages offered by PIZZA ROMA and SERAFINA RESTAURANT. Here they are also be given maps featuring the participating retailers and a list of the events held as well as their own VIP Shopper Card which will give them access to special promotions being offered at the participating stores.

We are lucky to have a preview of the specials being offered so that shopaholics can actually chose in advance.

Just pick your favorites:

June 29 - Madison Avenue

Brics - Campari Limited Edition Collection Launch. Travel with style. Please join us for an exclusive shopping event. 20 % discount on your purchase.

La Camiceria Italiana - Shop Italy Wine Reception.

Claudia Ciuti - Shop Italy Promotion. 15% discount for Shop Italy customers.

Davide Cenci - Fall Collection Preview. 15% discount on made to measure orders. 5 pm till 6:30 pm.

Domenico Vacca - Shop Italy Promotion, Complimentary Prosecco + 15% discount.

Etro - Shop Italy Promotion. Complimentary Prosecco. Free alterations & delivery to all "Shop Italy, NYC" shoppers.

Frette - Shop Italy Promotion. Complimentary Prosecco. 10% discount on all purchases.

Furla - Furla Fall 2011 Collection Preview.

Geox - Shop Italy Promotion. Enjoy 30% discount on the second pair of GEOX shoes purchased. Complimentary Prosecco.

Michele Negri - Fall/Winter 2011 New Collection Presentation. Special 10% discount on all new items.

Monnalisa - Private Fall/Winter 2011-12 Collection Preview. Fashion show and Cocktail party. Extra 20% discount storewide.



Paul & Shark - Spring/Summer Collection Sale. 30% discount on selected items. Until 6 pm.

Tincati Milano - Personal appearance by Mr. Antonio Tincati from Milan. Tailor will be making ties on the spot so you can see how a seven fold tie is made. New fabric preview.

VBH Luxury - Wine Reception. Free delivery to Shop Italy customers.

June 30 - Madison Avenue

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SHOP ITALY NYC will continue in Soho on July 6th and 7th. Stay tuned for those promotions meanwhile enjoy your experience among the stars on Madison Avenue.

**Source URL:** <http://newsite.iitaly.org/magazine/focus/life-people/article/madison-avenue-fashionably-italian>

#### **Links**

[1] <http://newsite.iitaly.org/files/madison-avenue1309355605jpg>

[2] <http://www.fashionitalianstyle.com/>