



# 10·CORSO·COMO

1990, September: Carla Sozzani, former fashion editor and publisher, opens **Galleria Carla Sozzani** for photography, art and design in a converted garage at N° 10 Corso Como in Milano.

The Galleria Carla Sozzani is gradually joined by a **bookshop**, a garden café and a fashion and design store.

1991, September: **10 Corso Como** opens its doors. A new concept in culture and commerce. Named after the street address, the industrial building is designed by American artist **Kris Ruhs** who also creates the black and white logo that will become an icon of global style.

At this time **NN Studio** is also introduced. Its mission is to create for the 10 Corso Como platform an integrated line of lifestyle from clothing and accessories to everyday wares that reflect the new philosophy.

Since its inception **10 Corso Como** has abandoned all accepted retail practices and promoted a new philosophy - slow shopping. The inner courtyard of the traditional Milanese building is transformed into an Italian piazza that invites visitors and customers alike to participate in a succession of social and cultural activities. To promenade across cultures and desires in art, fashion and design from around the world in a natural environment.

1998: The **10 Corso Como Café** opens. It is designed to create movement from within to the gardens outside.



# 10·CORSO·COMO

Book signings, presentations, art **events** and concerts fill the 10 Corso Como calendar. 10 Corso Como is an international destination.

1999: 10 Corso Como launches its own fragrance, **10 Corso Como Eau de Parfum**. The first step to 10 Corso Como brand expansion.

2002: **10 Corso Como - Comme des Garçons** opens in Tokyo. This collaboration between the philosophies of Rei Kawakubo and Carla Sozzani anticipate the advent of global co-branding projects. The items carrying the label 10 Corso Como - Comme des Garçons become prized by collectors.

2003: **10 Corso Como 3 rooms Hotel** opens. "A home away from home" that looks out onto the 10 Corso Como gardens below.

2008: **10 Corso Como** joins with Samsung Group to open **10 Corso Como** in the capital city of **Seoul**'s downtown Cheongdam area. This partnership brings forward Korea's design aesthetic and enhances the unique brand of "10 Corso Como".

2009: **10 Corso Como** goes **online**.

Working with other market leaders, **10 Corso Como** develops limited edition items for global presentation to its growing fan base both in the stores and now online.



# 10·CORSO·COMO

2010: **10 Corso Como** has grown to include a new flowering **Roof Garden** that joins the Courtyard and Gardens below. This urban oasis is recognized by LIPU (Italian union for birds protection) as a sanctuary for many birds both sedentary and in migration.

2011, September: **10 Corso Como** celebrates its **20 years anniversary**.

In two decades, **10 Corso Como** has grown into a global brand of distinction with products as diverse as fashion, lifestyle, design and objets du cuisine carrying the 10 Corso Como label.

2012, February: 10 Corso Como - Comme des Garçons celebrate the 10th Anniversary and the maturity of their pioneering **co-branding** project.

Starting in March **10 Corso Como** will present in the Japanese market its own family of brands and limited edition items exclusively in the new **DSMG Comme des Garçons** in Ginza, Tokyo.

2012, March: **10 Corso Como** with its partner Samsung Cheil will open a second location in Seoul at **AvenueL**, the flagship store of Lotte Department Stores.

**10 Corso Como** will introduce with Comme des Garçons a new retail concept developed by the two brands that will occupy the entire 5th floor.

**10 Corso Como AvenueL** marks the beginning of a new style of retail partnership for **10 Corso Como** - joining with one of the elite department stores of Asia.