



PRESENTS:

LA

Spontanea[®]
2018
9th edition

October 8 - 14



THE FORMAT



AS ONE OF THE MOST HIGHLY ANTICIPATED EVENTS IN MILAN, THE VENDEMMIA RETURNS FOR ITS 9TH YEAR. AN EXCLUSIVE EVENT WHERE HIGH FASHION, REPUTABLE RESTAURANTS AND UPSCALE HOTELS COME TOGETHER TO CREATE A LUXURIOUS EXPERIENCE.

THROUGHOUT THE WEEK, EVENTS WILL BE HELD IN THE MOST PRESTIGIOUS PLACES WITHIN THE CITY.

THE GLOBAL LUXURY BRANDS OF VIA MONTENAPOLIONE, VERRI, S. ANDREA, S. SPIRITO, GESÙ, BORGOSPESSO AND BAGUTTA WILL BE THE PROMINENT PARTICIPANTS OF THE EVENT. IN ACCORDANCE WITH SOME OF THE MOST SUPERIOR CELLARS, THEY WILL BRING TOGETHER STYLE AND SAVOR.

A DATE WITH THE WORLD OF LUXURY AND THE MOST PRESTIGIOUS WINES.
BY INVITATION ONLY.



THE GLOBAL LUXURY BRANDS



VIA MONTENAPOLIONE

ACQUA DI PARMA
ALBERTA FERRETTI
ASPESI
AUDEMARS PIGUET
BALLY
BALDININI
BOTTEGA VENETA
BOUTIQUE ROLEX DI PISA OROLOGERIA
BREGUET
BRUNELLO CUCINELLI
BUCCELLATI MILANO
BULGARI
BURBERRY
CARTIER
CELINE
CHRISTIAN DIOR
COACH
CORNELIANI
COVA MONTENAPOLIONE
CUSI
DAMIANI
DOLCE & GABBANA
EMILIO PUCCI
ERMENEGILDO ZEGNA
ETRO

FALCONERI
FEDELI
FENDI
FENDI CASA
FRATELLI ROSSETTI
GIORGIO ARMANI
GIUSEPPE ZANOTTI DESIGN DONNA
GIUSEPPE ZANOTTI DESIGN UOMO
GIADA
GUCCI
HERMÈS
HOGAN
ILLY CAFFÈ
ITALIA INDEPENDENT
IWC
JAEGER-LECOULTRE
LA PERLA
LARUSMIANI
LOEWE
LORO PIANA
LOUIS VUITTON
MARNI
MONCLER
MONTBLANC
OFFICINE PANERAI

OMEGA
PASTICCERIA MARCHESI
PAUL & SHARK
PHILIPP PLEIN
PINKO
POMELLATO
PRADA DONNA
PRADA UOMO
ROBERTO CAVALLI
RUBINACCI
SABBADINI
SALVATORE FERRAGAMO DONNA
SALVATORE FERRAGAMO UOMO
SALVINI
SANTONI
SERGIO ROSSI
SIMONETTA RAVIZZA
SWATCH
VALENTINO
VAN CLEEF & ARPELS
VENINI
VERSACE
VETRERIE DI EMPOLI
VHERNIER



THE GLOBAL LUXURY BRANDS



VIA SANTO SPIRITO

AGRESTI
ANDREA GHELLI
ANTONELLA BENSI - OGGETTI D'ARTE
BALENCIAGA
CARLO TIVIOLI
DAAD - DANTONE
DROME
IL BISONTE
LANVIN
P.A.R.O.S.H.
STELLA McCARTNEY
WALTER PADOVANI
ZADIG & VOLTAIRE

VIA SANT'ANDREA

AGNONA
BANNER
BERLUTI
BORSALINO
BOTTEGA VENETA
CESARE PACIOTTI
CHANEL
CHIARA BONI
CHURCH'S
ERES
GIVENCHY
HERNO
JIMMY CHOO
MAISON MARGIELA
MISSONI
MIU MIU
MOSCHINO
PHILIPP MODEL
PREMIATA
ROGER VIVIER
SAINT LAURENT
STUART WEITZMAN

VIA VERRI

ALEXANDER MCQUEEN
CANALI
DSQUARED₂
GIANANTONIO A. PALADINI
ICEBERG
JIL SANDER
LA MARTINA
PIAGET
PISA OROLOGERIA
TOM FORD

VIA BAGUTTA

ALMINI
BALLANTYNE
MISSONI
PROMEMORIA - ROMEO SOZZI
RENE' CAOVIOLA
ROBERTO CAVALLI
ZANELLATO



THE GLOBAL LUXURY BRANDS



VIA BORGOSPESSO

SOLO BLU
TURRI

VIA GESÙ

GOYARD
THOM BROWNE

REAL ESTATE

18 MONTENAPOLEONE
FONDAZIONE INVERNIZZI
GALTRUCCO SPA
GRUPPO STATUTO
IMMOBILIARE GIOELE
KOAN IMMOBILIARE
LARUS RE
MILAN INVEST REAL ESTATE
ML SERVIZI REAL ESTATE
REALE COMPAGNIA ITALIANA
RETAIL STORE SRL
SCCI
THE FASHIONABLE LAMPOON



MONTENAPOLEONE DISTRICT



Facts and Figures:

- Over 150 Global Luxury Brand associated
- 60% Italians and 40% foreigners
- 5th highest ranking street in the world based on revenue per square meter
- 25% of the market share in the Lombardy Region
- 12% of the GDP in Milan, over 3 billion euros spent every year in the Boutiques
- Foot traffic of 25,000 target customers per day
- The global personal luxury goods market is estimated at about 249 billion euros in 2017. Milano is in the eight place with a total amount of 5,6 billions euros. The top performer is the city of New York with 24,7 billions, followed by Paris and London



LA VENDEMMIA



From October 8 - 14, exclusive appointments will provide special experiences at the most prestigious locations in Milan including historic palazzos, boutiques, restaurants, and hotels

La Vendemmia will open its doors to guests on Thursday October 11, inviting them to participate in an extraordinary experience in which boutiques will host the best sommeliers and the most renowned cellars of the world

MonteNapoleone District will organize the events with the same exclusivity of cellars and elegance of passed years



NUMBERS AND OBJECTIVITES



The Event: by invitation only - **October 8/14, 2018**

The Evening of “La Vendemmia”: by invitation - **Thursday October 11th 7:30pm - 9:30pm**

Brands: Over **100 Boutiques** on Via MonteNapoleone, Via Verri, Via S. Andrea, Via S. Spirito, Via Gesù, Via Borgospesso and Via Bagutta

Entities and Institutions involved: Comune di Milano, Unione ConfCommercio

2,000 PASSES given to:

- VIP Guest: entrepreneurs, top managers, CEOs, politicians, leaders, and international jet setters
- 5 star luxury Hotels of Milan
- Selected luxury companies
- Hosts of the participating wineries
- Press offices and PR
- 300 social invites of Club SEA*
- Sponsor companies and their clients

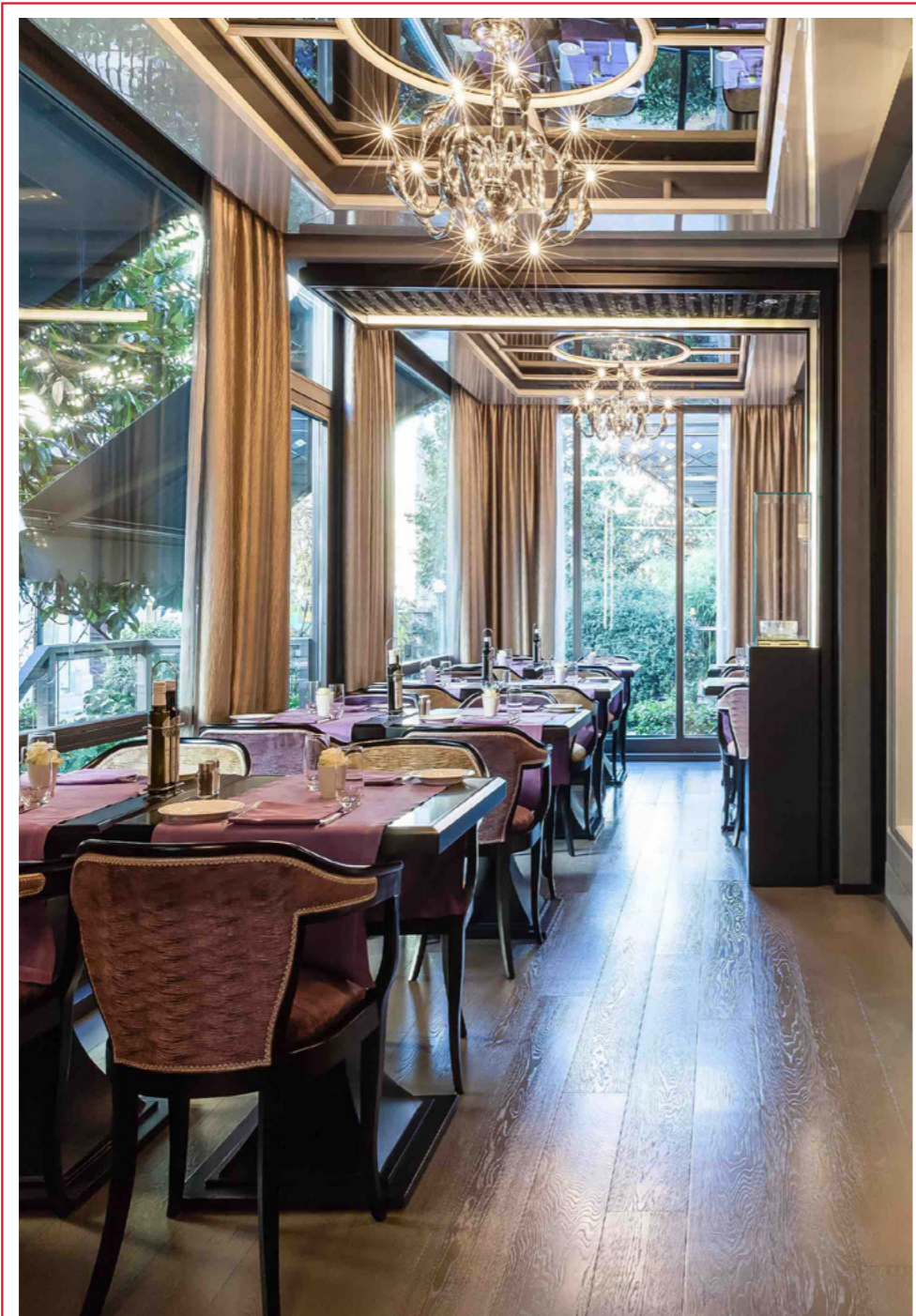
EXPECTED PARTICIPANTS: AT LEAST 7,000

*VIP MN District cards given by Milano Malpensa and Milano Linate airports dedicated to VIPs and Politicians

Confirmed sponsors: Borsa Italiana



SIDE EVENTS



5 STAR HOTELS: OCTOBER AND DURING THE WEEKEND

GUESTS OF THE HOTELS WILL HAVE THE OPPORTUNITY TO TASTE THE AD HOC MENU WITH WINE PAIRINGS. THE HOTELS WILL OFFER FURTHER EXCLUSIVE PACKAGES TO INCREASE THE INFLUX OF NATIONAL AND INTERNATIONAL GUESTS.

ALBA WHITE TRUFFLE EXPERIENCE: OCTOBER 8 - NOVEMBER 27

VIP CARD HOLDERS WILL BE ABLE TO TAKE PART IN THE 88TH EDITION OF THE INTERNATIONAL ALBA WHITE TRUFFLE FAIR. DURING THE VIP TRUFFLE TOUR, THEY WILL DISCOVER THE SOURCE OF THE PRECIOUS TRUFFLES.

RESTAURANTS: OCTOBER 8 - 14, RESERVATIONS REQUIRED

THE BEST RESTAURANTS IN MILAN CITY CENTER WILL CREATE SPECIAL MENUS AT A SPECIAL PRICE, WITH A FOCUS ON WINE, AND WILL OFFER A SPECIAL TASTING OF SELECTED WINES BY THE GLASS.



SIDE EVENTS



CHRISTIE'S AUCTION OF EXCLUSIVE WINES: OCTOBER 11, 6:00 PM
CHRISTIE'S AUCTION OF IMPORTANT ITALIAN WINE AND EXCLUSIVE PACKAGES OF EXPERIENCES WILL BE PROVIDED BY COMITATO GRANDI CRU, ORGANIZED IN THE PRESTIGIOUS SALA DELLE COLONNE AT PALAZZO BOVARA, THURSDAY, OCTOBER 11 AT 6:00 PM. SUCH AN OCCASION REPRESENTS AN EXCLUSIVE CHANCE FOR INVESTORS OF WINES AND AFICIONADOS TO ACQUIRE A UNIQUE VINTAGE BOTTLE OR TO DISCOVER UNREVEALED EXPERIENCES.

SHOPPING EXPERIENCE: OCTOBER 12-13

THE VENDEMMIA EXPERIENCE WILL CONTINUE FRIDAY AND SATURDAY AT THE BOUTIQUES. VIP CARD HOLDERS WILL RECEIVE SOME EXCLUSIVE BENEFITS INCLUDING:
A WELCOME DRINK FROM THE BOUTIQUE PARTNER WINERIES,
DEDICATED SALES ASSISTANT AND THE POSSIBILITY,
UPON REQUEST, THE POSSIBILITY TO SHOP OUTSIDE STORE HOURS.



SIDE EVENTS



WINERY VISITS: OCTOBER 12 – 14

FROM FRIDAY TO SUNDAY, THOSE THAT HAVE VIP CARDS WILL HAVE THE CHANCE TO RESERVE A FREE VISIT AT THE FEATURED WINERY. A CHAUFFEURED CAR OR HELICOPTER CAN ALSO BE MADE AVAILABLE FOR A FEE UPON REQUEST.

TASTING “GRANDI CRU”: OCTOBER 12, RESERVATIONS REQUIRED

FRIDAY, OCTOBER 12 AN EXCLUSIVE TASTING OF THE BEST 100 ITALIAN WINES WILL TAKE PLACE AT PALAZZO SERBELLONI. EACH WINE PRODUCER, THE GRANDI CRU PARTNER, WILL BE PRESENT TO GUESTS A TASTING OF EXCELLENCE. A UNIQUE INITIATIVE THAT BRINGS TOGETHER IN ONE PLACE THE WINES THAT GUARANTEE THE HIGHEST QUALITY IN THE WORLD.

WHISKY CLUB: TBD

DURING THE WEEK OF THE VENDEMMIA THERE WILL BE A WHISKY TASTING HELD IN AN EXCLUSIVE LOCATION. MORE DETAILS TO FOLLOW.



TIMELINE: OCTOBER 8-14



MONDAY OCTOBER 8	TUESDAY OCTOBER 9	WEDNESDAY OCTOBER 10	THURSDAY OCTOBER 11	FRIDAY OCTOBER 12	SATURDAY OCTOBER 13	SUNDAY OCTOBER 14
			OPENING EVENING			
			THE AUCTION			
ALBA WHITE TRUFFLE EXPERIENCE						
				SHOPPING EXPERIENCES		
				VISITS TO THE WINERIES		
LA VENDEMMIA MENU IN RESTAURANTS						
5* LUXURY HOTELS'S SPECIAL EXPERIENCE						
WHISKY CLUB						
		GALA DINNER		TASTING IN COLLABORATION WITH GRANDI CRU OF ITALY		



BRAND AND WINE PAIRINGS OF 2017



VIA MONTENAPOLEONE

1. ACQUA DI PARMA | *TERRAZAS*
2. ALBERTA FERRETTI | *ZENATO WINERY*
3. ASPESI | *AZIENDA BROGLIA*
4. BALLY | *TENUTE GUICCIARDINI STROZZI*
5. BOTTEGA VENETA | *BISOL*
6. BOUTIQUE ROLEX DI PISA OROLOGERIA | *BELLAVISTA*
7. BREGUET | *AZIENDA VITIVINICOLA MARCHESE MALASPINA*
8. BRUNELLO CUCINELLI | *CANTINA ANTONELLI*
9. BUCCELLATI | *TORRE ROSAZZA*
10. BULGARI | *PODERNUOVO A PALAZZONE*
11. BURBERRY | *FRANZ HAAAS*
12. CARTIER | *CHAMPAGNE CARTIER*
13. CÉLINE | *RUINART R*
14. CHRISTIAN DIOR | *RUINART BLANC DE BLANCS*
15. COACH | *VILLA SANDI*
16. CORNELIANI | *TENUTE LUNELLI*
17. COVA MONTENAPOLEONE | *MOËT & CANDON - VEUVE CLICQUOT PON-SARDIN*
18. DAMIANI | *LUCE DELLA VITE*
19. DOLCE & GABBANA | *FEUDI DI SAN GREGORIO*
20. EMILIO PUCCI | *MARCHESI DÈ FRESCOBALDI*
21. ERMENEGILDO ZEGNA | *GIULIO FERRARI RISERVA DEL FONDATORE 2006, TRENTO DOC*
22. ETRO | *CONTADI CASTALDI*
23. FALCONERI | *MARCHESI DI BAROLO*
24. FEDELI | *TENUTA SANTA CATERINA*
25. FENDI | *RUINART ROSÈ*
26. FENDI CASA | *FEUDI DEL PISCIOTTO*
27. FRATELLI ROSSETTI | *CANTINE BERLUCCHI*
28. GIADA | *MACULAN*
29. GIORGIO ARMANI | *CANTINA PETRA*
30. GIUSEPPE ZANOTTI DESIGN DONNA | *SCUBLA*
31. GIUSEPPE ZANOTTI DESIGN UOMO | *SCUBLA*



BRAND AND WINE PAIRINGS OF 2017



32. GUCCI | *CA'DEL BOSCO MAURIZIO ZANELLA 2011-CA'DEL BOSCO CHARDONNAY 2013*
33. HERMÈS | *TASCA D'ALMERITA*
34. HOGAN | *UMANI RONCHI*
35. ILLY CAFFÈ | *FERRARI MAXIMUM ROSÈ, TRENTODOC*
36. ITALIA INDEPENDENT | *FANTINEL*
37. IWC | *FERRARI RISERVA LUNELLI 2008, TRENTODOC*
38. JAEGER-LECOULTRE | *CHAMPAGNE LOUIS ROEDERER*
39. LA PERLA | *CA'DE RONCHI*
40. LARUSMIANI | *PLANETA E GRAPPA NONINO*
41. LOEWE | *TENUTA L'IMPOSTINO*
42. LORO PIANA | *BOROLI*
43. LOUIS VUITTON | *MOËT HENNESSY*
44. MARNI | *DIESEL FARM RR 55 - CELEBRATING*
45. MONTBLANC | *BARONE PIZZINI*
46. OMEGA | *CHAMPAGNE BOLLINGER*
47. PANERAI | *ANTINORI NEL CHIANTI CLASSICO*
48. PAUL & SHARK | *ABBAZZIA DI NOVACELLA*
49. PHILIPP PLEIN | *CHAMPAGNE PHILIPP PLEIN*
50. PINKO | *TRIACCA*
51. POMELLATO | *FIOL*
52. PRADA DONNA | *TENUTA SETTE PONTI*
53. PRADA UOMO | *TENUTA SETTE PONTI*
54. ROBERTO CAVALLI | *TENUTA DEGLI DEI*
55. SABBATINI | *SAN PATRIGNANO - STARTVINO SPUMANTE E AVI ROMAGNA*
56. SALVATORE FERRAGAMO DONNA | *IL BORRO*
57. SALVATORE FERRAGAMO UOMO | *CASTIGLION DEL BOSCO*
58. SALVINI | *BERTANI*
59. SANTONI | *MORODER*
60. SERGIO ROSSI | *TENUTA MONTESINA*
61. SIMONETTA RAVIZZA | *LUNGAROTTI*
62. VALENTINO | *CASTELLO DELLA SALA*
63. VAN CLEEF & ARPELS | *DOMINI DI CASTELLARE DI CASTELLINA*
64. VENINI | *VALLE DELL'ACATE*
65. VERSACE | *DONNA FUGATA*
66. VETRERIE DI EMPOLI | *AZIENDA AGRICOLA - OLIVIERO TOSCANI*
67. VHERNIER | *SAN PATRIGNANO - AVENIR E MONTEPIROLO*

VIA VERRI

68. CANALI | *TENUTA ALGUADO AL TASSO*
69. CRUCIANI | *ARNALDO CAPRAI*
70. ICEBERG | *QUADRA FRANCIACORTA*
71. JIL SANDER | *MICHELE SATTA*
72. LA MARTINA | *DIANELLA*
73. PIAGET | *CANTINE MARCHESI FUMANELLI*
74. TOM FORD | *CA'DEL BOSCO*

VIA SANT'ANDREA

75. AGNONA | *FERRARI PERLÉ ROSÉ RISERVA 2011, TRENTODOC*
76. BANNER | *LEONE DE CASTRIS*
77. BERLUTI | *ALLEGRI*
78. BORSALINO | *FERRARI MAXIMUM BRUT, TRENTODOC*
79. CESARE PACIOTTI | *MARCO FELLUGA*
80. CHURCH'S | *TENUTA SETTE PONTI*
81. DSQUARED₂ | *CASTELLO DELLE REGINE*
82. GIVENCHY | *MOËT & CHANDON GRAND VINTAGE*
83. HERNO | *CERETTO*
84. JIMMY CHOO | *ROVELOTTI*
85. MAISON MARGIELA | *DIESEL FARM BIANCO DI ROSSO E ROSSO DI ROSSO*
86. MIU MIU | *FEUDO MACCARI*
87. PHILIPPE MODEL | *COL D'ORCIA*
88. PREMIATA | *TERRA PREMIATA*
89. ROGER VIVIER | *TENUTA L'ENTRATA*

VIA SANTO SPIRITO

90. CARLO TIVIOLI | *LA BATTAGLIOLA*
91. LANVIN | *LA SCOLCA*
92. P.A.R.O.S.H | *COL DILAMO*
93. STELLA MCCARTNEY | *VENICA & VENICA*

VIA BORGOSPESSO

94. TURRI | *BRUNELLO VIGNA POGGIO AL VENTO*

VIA BAGUTTA

95. ALMINI | *COLLAVINI*
96. BALLANTYNE | *TENUTA 2CASTELLI*
97. PROMEMORIA-ROMEO SOZZI | *MARCHESI DI GRESY*
98. ZANELLATO | *CAVAZZA*



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