



# VIA MONTENAPOLEONE ONE LUXURY DESTINATION

## VIDEO TRANSCRIPT

**SPK:**

How can customers from all over the world explore the iconic via Montenapoleone and the latest fashions in a single sitting?

**SUPER:**

All over the world  
Via Montenapoleone  
Latest Fashion  
+ 130 brands

**SPK:**

Through a dialogue platform with state of the art technology to get clients' experience started from their own homes.

**SUPER:**

One Platform  
State of the art technology  
Start the experience from their home

**SPK:**

One Luxury Destination.

**SUPER:**

One Luxury Destination.

**SPK:**

One Luxury Destination is the digitalization of Montenapoleone.

**SUPER:**

Guglielmo Miani \_ President of via Montenapoleone Association

**SPK:**

One Luxury Destination collects all the latest news about luxury lifestyle and much more:

over 130 brands  
a personal concierge to organize their visit in advance  
an access to our vip lounge  
and an app to plan the journey

**SUPER:**

+130 brands  
Personal concierge  
Vip lounge  
App

**SPK:**

One Luxury Destination also gives luxury lovers the chance to book exclusive, top-notch experiences, customized on their desires.

**SUPER:**

Exclusive experience  
Desires

**SPK:**

People don't come to via Montenapoleone for a specific boutique, they come for the experience and the best solution to give this experience in a digitalized form is One Luxury Destination.

**SUPER:**

Greater Experiences start here