

press clipping from Melanie Payge

Shopping Milan's Fashion District

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Italian fashion's biggest brands lure stylish shoppers to the Quadrilatero della Moda.

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Ladies, if the men in your party aren't up for making a full day of it, drop them at Tincati, directly across from the Hotel at via Gesù, 7. The shop offers anything and everything that could be required by men who make their statements through classic style. The brand's attention to detail and quality is obvious: Talk with an associate, or Signor Tincati himself if he happens to be in, and you'll hear passionate stories about endeavours like sourcing just the right wool from a New Zealand auction to create an exclusive suit fabric. Afterwards, the gents can head a few doors down to Acqua di Parma at via Gesù, 1, for a shave finished with the brand's timeless citrusy, woody Colonia fragrance.

Photography Alicia Miller Corbett

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What sets Italian fashion apart from that of the Americans, French, English and other design capitals? Says Milan-based personal fashion stylist [Melanie Payge](#): “The Italian fashion world is different because it’s about family, about tradition. The brands and the skills are handed down over generations. And the designers themselves are here—you see them in the cafés or on the street.”

That’s especially true in Milan, Italy’s top spot for shopping homegrown fashions (as well as the best labels from other locales). And there’s no better base for shopping Milan than [Four Seasons Hotel Milano](#), situated in the heart of the city’s Quadrilatero della Moda fashion district—roughly bordered by via Montenapoleone, via Manzoni, via della Spiga and corso Venezia.

If you need some help focusing your efforts, consider engaging the assistance of a personal shopper like Payge. If you’re going solo, ask the Concierge for a copy of The Golden Shopping Map Milano before you start your spree. And if you didn’t bring footwear that’s fashion-conscious but still appropriate for pounding the pavement, make your first stop at [Hogan](#) at via Montenapoleone, 23. The brand, under the Tod’s SpA umbrella, issues the trendy Interactive and Elective trainers you’ll see on many Italian feet.

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