



## **'I STILL HAVE MY GRANDFATHER'S KNIFE'**

**Mauro Lorenzi, founder of Lorenzi Milano, proudly continues his family's traditions, opening a new boutique in regal Palazzo Bolchini on Piazza Meda, a stone's throw from G. Lorenzi, the historic atelier of his grandfather Giovanni.**

Lorenzi Milano represents the fourth generation of the Lorenzi family, the same one that opened the historic bottega on Via Montenapoleone under the name G. Lorenzi in 1929. Over the years, the shop became an important reference point to the Milanese, and a must-visit location for the brand's devoted international clientele.

When Giovanni Lorenzi founded his cutler's shop in 1929, Via Montenapoleone was an elegant residential zone in the city centre, where Milan's aristocracy and upper middle class lived and went about their daily activities. The storefront was soon known for its refined, exacting selection of high-quality products, exhibited to passers-by and customers in a neatly-arranged display that bordered on obsessive, in tall wooden shelves reaching all the way to the ceiling.

In the 1960s, Franco and Aldo (Giovanni's sons) took the reins of the shop. By the late 1970s, young Mauro Lorenzi (Franco's son) began working at their side, dedicating 35 years to the boutique with the passion and professionalism instilled in him by his grandfather. His enthusiasm never faded, even when the iconic shop closed in February 2014, permanently discontinuing the G. Lorenzi brand.

At precisely that moment, Mauro decided to continue the art and craft that had been in his family for generations, developing the kind of expertise that comes only from passion, hard work and years of experience in the industry. He thus moved the production of the fine items that had enriched Via Montenapoleone for 85 years to the spaces of the former Richard Ginori factory in Via Morimondo.

The choice of this location was no accident: a modern renovation of the facilities has preserved the values of traditional, high-quality Italian manufacturing. The space is now the company workshop (also welcoming visitors), where raw materials are transformed into finished products and where various collections are created, drawing inspiration not only from personal taste but also from the requests of customers who seek one-of-a-kind pieces.

Since 2014, Mauro has been committed to carrying on the family business in Via Morimondo, continuing to serve its historic clientele through a new company, embodying the epitome of Made-in-Italy traditions, uniting craftsmanship and innovation. His new enterprise proudly bears the Lorenzi Milano name, an evolution of G. Lorenzi, the brand that helped define one of the world's most famous streets. Today, the location has shifted a few meters to a new space in historical Palazzo Bolchini, framed by the elegant, noble buildings of beautiful Piazza Meda, site of Arnaldo Pomodoro's famous bronze disc.

The boutique was remodelled by architect Filippo Dini, who maintained the soul of the historic shop in Via Montenapoleone while also interpreting it with a more contemporary vision. Select materials recount the family's history: the deep green of Verde Alpi marble recalls the valleys of Trentino, Giovanni's homeland, while grey Ceppo di Grè comes from the stone's last active quarry in the world, in Lombardy, the family's other symbolic location. Even the original plasterwork on the high ceilings of the bottega has been restored, a distinctive attribute of 1930s Milanese architecture.

The 180 m<sup>2</sup> space features three large shop windows. On the inside, backlit Canaletto walnut shelves lined in natural cotton perfectly highlight the products. Just like in the cutler's shops of bygone times, today's boutique also features cabinets with small leather-covered drawers whose front features a preview of the object within.

As always, the shop will meet the needs of its customers, offering a wide array of products, from nail scissors to unique, one-of-a-kind pieces.

# Lorenzi

MILANO



## Company profile

Lorenzi Milano embodies the important heritage of the historic G. Lorenzi brand and its shop in Via Montenapoleone, preserving its values and traditions through hand-crafted pieces designed to make even simple, everyday activities entirely special.

From its proprietary workshop in Via Morimondo, Milan, the fourth generation of the Lorenzi family is led by Mauro (grandson of the founder, Giovanni) in the creation of unique, original objects appreciated around the globe. The production of such special items is entrusted exclusively to expert craftsmen motivated by passion and technical mastery, shaping the precious materials that Lorenzi Milano carefully selects for its products. Horn, precious wood, bamboo and mother-of-pearl are just some of the noble mediums that bring these exclusive pieces to life.

The collection includes different product categories, from travel and personal care accessories to home décor. Lorenzi Milano is also available for exclusive, custom projects, starting from the initial design in order to perfectly meet the needs of its exacting clientele with professionalism and dedication.



