

# American Vintage opens in Italy!

01/07/2016



The label from Marseilles, a private partner of the Maison Méditerranéenne des Métiers de la Mode (MMMM), has opened its first boutique in Italy.

Located at 30 de la Via Frattina in Rome, the 56m2 showroom will present the label's latest collections.

After being present in the transalpine multi-brand market, American Vintage will open its first Italian boutique on 30 July, and has plans to open five more, particularly in Milan, Florence and Bologna.

American Vintage already has more than 120 own boutiques and concession holders, and plans 25 new outlets per year, mostly in France but also in other European countries such as Switzerland, Spain and

Germany.

An excellent adventure for the label born in Marseille.

Discover the interview made during the #OPENMYMED event with Michael Azoulay, CEO of American Vintage, and a member of the Board of Directors of the Maison Méditerranéenne des Métiers de la Mode (MMMM)