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Sergio Rossi and Wallpaper* collaborate to launch Mens Footwear World Tour, and open a new temporary store in Milan.

Timed to coincide with Salone del Mobile 2010, Sergio Rossi is launching a new temporary men's shoe store in Milan on 14th April. This transient concept has been realised by one of Italy's youngest and critically acclaimed architectural talents, Antonino Cardillo.

The concept has been inspired by the essence of the 'Sergio Rossi' man – an independent, free-thinking, seductive man and importantly, one who is on a constant journey of discovery. It is in Milan that the journey begins - with the launch of Sergio Rossi's first ephemeral store. Situated in fashionable Brera, the store will showcase all of the men's collection designed by the Creative Director of the brand Francesco Russo.

Cardillo has drawn inspiration from the architectural forms of Gio Ponti and the Velasca Tower by BBPR to create a configuration akin to a theatre set. The resulting store is a beautiful temporary architectural structure encased in a permanent one.

Wallpaper*, the leading design, fashion and lifestyle magazine, has been working in collaboration with Sergio Rossi as creative consultants and has been integral to the development of the design and identity for the store.

"We steer clear of the conventional, we decry the formulaic, we re-invent the classic. Our ephemeral store demonstrates Sergio Rossi's passion and commitment to our male customers." says Francesco Russo, Creative Director of Sergio Rossi

"Cardillo is one of the most significant architects of our time. Combine that talent with Russo's modern take on classic footwear and you get an exceptional shopping destination experience. This is an exciting and significant collaboration for Wallpaper* and this is a must-see store". added Tony Chambers - Editor in Chief, Wallpaper*

Sergio Rossi started his business the 1950's in San Mauro Pascoli, Italy, and created his brand in 1968. Due to excellent workmanship, the Sergio Rossi shoe has attracted a refined clientele who desire high quality Italian footwear. The brand has always been synonymous with glamour and numerous Italian and international stars have worn Sergio Rossi on the red carpet over the years.

Sergio Rossi is part of Gucci Group N.V., owned by PPR, a global player in Retail and Luxury Goods. Shares in PPR are traded on the Euronext Paris (#121485, PRTP.PA, PFP).