

FABBRICA BINI SELL/OUT

items of fashion & design

MDW2024 EDITION



APRIL MDW 2024 EDITION

The Fabbrica Bini format returns for the Milano Design Week from 10 to 21 April, including the days of Miart, at the peak time for the international public in Milan and will be featured in the Fuorisalone guide.

The fashion collections will be joined by the design collections of independent designers who, in addition to exhibiting their projects, will have the opportunity to sell them.

At a time when Milan is showing, Fabbrica Bini sells the exhibits, skipping the usual steps and reducing the distance between the object and its use in everyday life.

The space will be transformed for the occasion into a concept store that will be dressed in design thanks to furnishing elements from our technical partners.



An ex-factory from the 1930s in the Stadera district and former Milanese headquarters of Superga, Fabbrica Bini is one of the examples of great industrial architecture that is often hidden in Milan's courtyards.



THE SPACE

F A B B R I C A B I N I



Fabbrica Bini was born in 2021 from a project by Gentucca Bini and her ever-growing need to create a place where the entire creative process is independent, from idea, design, prototyping, distribution, and communication to representation.



The area is a factory in which daily life and work mingle, producing continuous synergies.



**FABBRICA BINI PRESENTS A NEW
FORMAT 'FLASH': A NETWORK OF INDEPENDENT FASHION,
AND DESIGN BRANDS, SELECTED TO
OFFER A UNIQUE AND SUSTAINABLE RETAIL OFFERING.**

THE IDEA

After the pandemic period in which being independent, means breaking down the various steps of the supply chain that increase costs and consequently the prices of the product on the market, represents a necessity as well as an opportunity.





TEMPORARY

In December 2022, Fabbrica Bini launches a new format, and temporarily transforms itself into the first multi-brand that brings together and gives visibility to independent fashion and design brands, which do not have a store in Milan, in this case, creating a format to create synergies optimizing costs and opportunities.

F A B B R I C A B I N I

FLASH

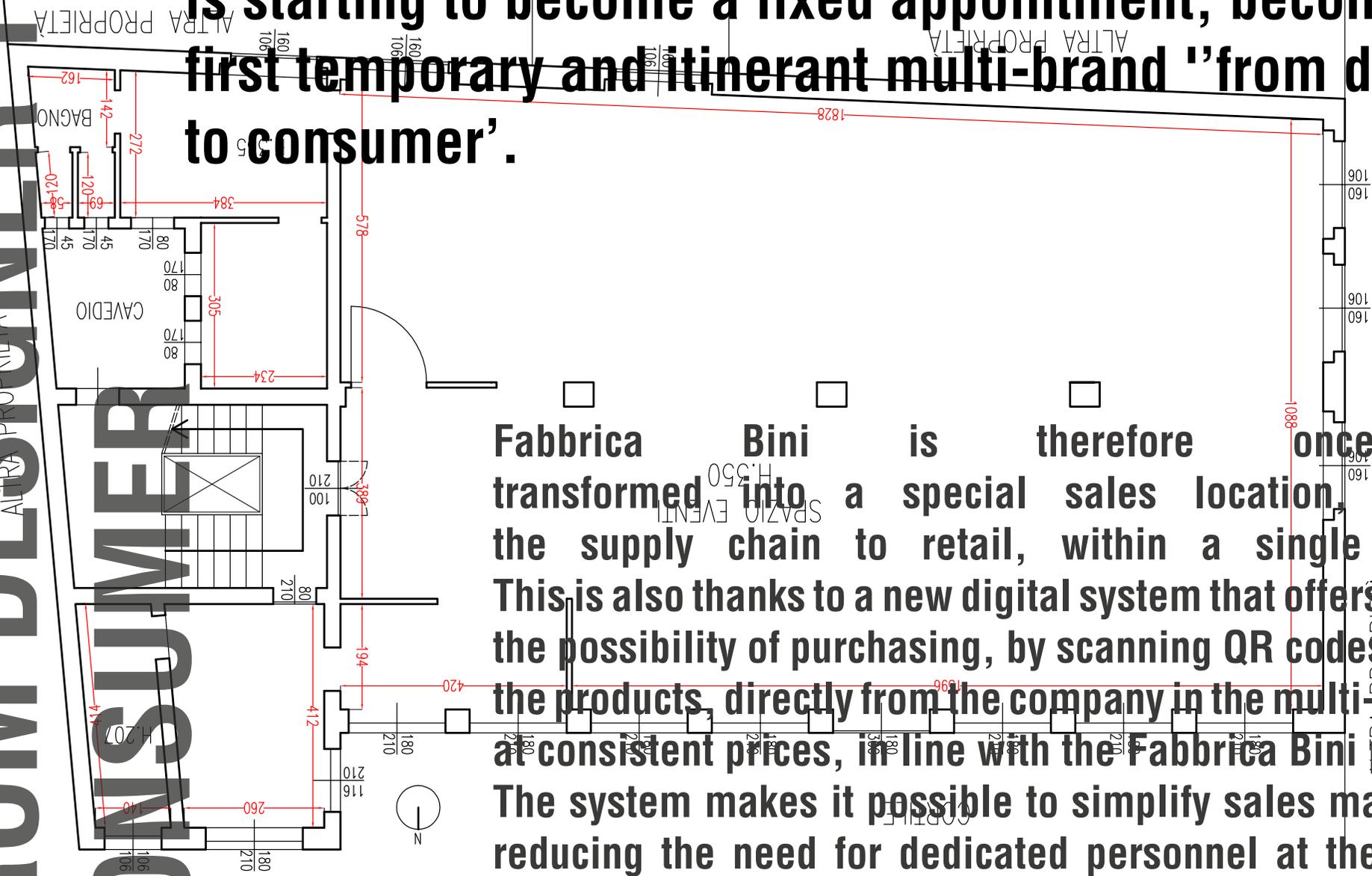


A research and aggregation center in the city, in which to network, create synergies, share costs and opportunities while maintaining its independence in managing its sails, of its proper margins and image, through a new digital system that offers the customer to buy directly from the brands present in the multi brand at consistent prices, precisely so as not to take too many steps.

FROM DESIGNER TO CONSUMER

The format launched in November 2022 by Fabbrica Bini is starting to become a fixed appointment, becoming the first temporary and itinerant multi-brand 'from designer to consumer'.

Fabbrica Bini is therefore once again transformed into a special sales location, shortening the supply chain to retail, within a single container. This is also thanks to a new digital system that offers customers the possibility of purchasing, by scanning QR codes applied to the products, directly from the company in the multi-brand store at consistent prices, in line with the Fabbrica Bini philosophy. The system makes it possible to simplify sales management, reducing the need for dedicated personnel at the individual point of sale, and also further reducing management costs.



THE CREW

From now on, the Fabbrica Bini Flash team is a true community with different skills within it, with the aim of evolving the format into a fixed and itinerant appointment.

PRESS

AD

LIFESTYLE TRAVEL ARTE VIDEO

NEWS LAD DESIGN ARCHITETTURA LIFESTYLE TRAVEL ARTS VIDEO 4



Stylings: Agnese...
Foto: [unreadable]



Il nuovo spazio di vendita...
Fabbrica Bini...
Il nuovo spazio di vendita...

LIFESTYLE

Genucca Bini apre al pubblico un network di fashion brands nella sua fabbrica creativa

Fabbrica Bini apre al pubblico un network di fashion brands nella sua fabbrica creativa

Foto: [unreadable]



Foto: [unreadable]

VOGUE

VOGUE ITALIA

BEAUTY ARTS LIFESTYLE SPACES PHOTOVOGUE VOGUE SHOP VOGUE



A Milano c'è un nuovo spazio per la moda sostenibile

Di [unreadable]

Il network pop up di Fabbrica Bini a Milano

Il network pop up di Fabbrica Bini a Milano

Il network pop up di Fabbrica Bini a Milano

VOGUE ITALIA

VOGUE ITALIA

BEAUTY ARTS LIFESTYLE SPACES PHOTOVOGUE VOGUE SHOP VOGUE

Fabbrica Bini è il nuovo hub del retail milanese che punta a unire vendita e convivialità, mettendo al centro le relazioni tra produttori e consumatori, proprio come si faceva una volta.

Si dice che l'antico fa il nuovo. E in un periodo storico in cui l'individualismo ormai ci...



Foto: [unreadable]

VOGUE ITALIA

VOGUE ITALIA

Living

DESIGN LIFESTYLE

Shopping di Natale alla Fabbrica Bini



Shopping di Natale alla Fabbrica Bini

Il quartier generale della Fabbrica Bini apre un temporary store di design e moda indipendente



Foto: [unreadable]

VANITY FAIR.it

15 NOVEMBRE

Il network pop up di Fabbrica Bini a Milano



Foto: [unreadable]

AD



Foto: [unreadable]

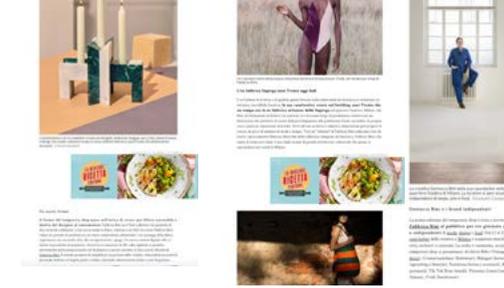


Foto: [unreadable]

FABBRICA BINI

THE FORMAT

Each brand will have its own space of 10 square metres, on floor 0 with a white cube or a table of your choice, a stand and a chair and the name of the brand. If anyone would like to bring their own display elements, they may do so, maintaining the layout of the project. WI-Fi, concierge service, cleaning service, a salesperson and Fabbrica Bini's team will be available throughout the entire period, helping with the sale. Each Brand will exhibit and sell independently with its own pos or with online payment systems that allow, by subscribing individually to SumUp, to create for each product a QR code that, if shared with the customer, will allow him/her to buy directly from the Brand exhibiting. Simply register on sumup.me by entering your details and follow the procedures to create a QR code for each product on sale. By doing so, the purchase of the product will be directly managed by the end customer. For this, the presence of the brand owner will not be compulsory, we will take care of the multi-brand study and sales in case you cannot be there. In this way, participation will not require too great a commitment, as customers will be able to buy in your absence thanks to the new payment systems.

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From the last edition we decided to expand the product range with a selection of the most interesting independent magazines on the cultural scene as well as the selection of design and fashion brands. The event will be featured in the Fuorisalone guide, which will amplify its communication together with Fabbrica Bini's in-house press office. We will ask everyone to communicate the event individually within a shared format.

contact:

gentucca@gentuccabini.it