I view the home as a perfect shelter, a place where I can totally relax within a harmonious structure of colours and shapes that influences my feelings and mood to foster a sense of inner calm. All my homes reflect different and significant aspects of my personality, my life and my changing priorities, evolving gradually over time, while retaining their original character. They reflect my tastes and my passions, my aesthetic code and my profound need for comfort and functionality.

I always felt deeply passionate about the home, even before I launched Armani/Casa. Today I would like to share my vision and philosophical approach to living with the rest of the world. I want to create interiors in which people feel at ease and improve the aesthetic quality of their lives.
The Armani Group is one of the leading fashion and luxury goods groups in the world today, with over 5,000 direct employees, 13 factories and over 600 freestanding shops worldwide. It designs, manufactures, distributes and retails fashion and lifestyle products, including apparel, accessories, eyewear, watches, jewellery, fragrances and cosmetics, and home furnishings, under a range of brand names: Giorgio Armani Privé, Giorgio Armani, Emporio Armani, Armani Collezioni, AJ | Armani Jeans, A|X Armani Exchange, Armani Junior, Armani Baby and Armani/Casa.

Ten years after its foundation, Armani/Casa is a world leader in the luxury furnishings sector. A byword for elegance and style, it stems from Giorgio Armani’s living dream of a warm, harmonious, highly comfortable and sophisticated haven. Furniture and furnishing accessories, objects, lamps and exclusive fabrics are the key points in the Armani/Casa Collection. Kitchen and bath systems subtly merge stylistic features and technology.
The strategy for the growth of the brand has been reinforced by a commitment to developing an exclusive personal service for an international clientele. Armani/Casa has launched an Interior Design Studio created in response to clients’ demands for complete projects conceived according to the Armani style and philosophy.

A team of experienced architects and interior designers based in Milan, Paris, London and New York City, under direct supervision of Giorgio Armani instead of Mr. Armani, is dedicated to the design development of private residences and real estate projects.

The interior design team provides clients with a comprehensive design service, to handle different projects, from room decoration to complete architectural planning. While implementing the Armani style in different contexts and with different shades, the ultimate aim of the Studio is to ever respond to the demands and wishes of the client.

This consultancy service takes responsibility across the full span of a project, beginning with site analysis, research, meetings with the client, throughout construction phases until the final positioning of furniture and accessories.

The Interior Design Studio has been working on projects throughout the world. These are different in nature and complexity: apartments in the most exclusive locations, private yachts, exotic holidays villas and prestigious residential complex.
NEW YORK
PANTELLERIA
Armani/Casa is a project dedicated to the individual and his well-being, comfort and pleasure. The mission of Armani/Casa is the creation of very special atmospheres, while responding to the specific needs of functionality of modern living. The environment of Armani/Casa conveys a calm and peaceful feeling, an invitation to enter a dimension of clear lines, essential forms, perfect proportions and excellent materials. It is the expression of a cultivated aesthetic code, unaffected by seasonal trends, the achievement of a contemporary stylistic research. The result is a balanced and harmonious juxtaposition of settings, a fluid path that invites to linger in the various environments: dining, living, bedroom. A global atmosphere in which furniture, accessories, fabrics and decorations merge in a single, interactive dimension, enveloped by the magic of light, modulated to emphasize pure forms, wood essences and details of an object.
Private residence. Summer 2009. Independent historical building, 300 sq meters on 3 levels, private garden and 100 sq meters roof terrace. Complete refurbishment, interior design and furnishing project.
United Nation Trump Tower, top penthouse. 100 sq meters main living room for the Esquire Apartment 2003 edition. Decoration and furnishing project.
Real estate project. 6 historical buildings in the heart of the town center converted into an exclusive residential complex. 70 apartment units and 800 sq meters of public spaces: main lobby, private lounge, and amenities. Interior design and furnishing project.
Real estate project. Lobbies, roof pool and residential units in a newly built complex of three towers overlooking the Bosphorus, for a total of 1675 sq meters for the common areas and amenities. Interior design and furnishing project.
Private residence. 220 sq meters penthouse in a contemporary building. 70 sq meters roof terrace. Architectural project, as well as interior design and furnishing.
Real estate project. New high-rise residential building. 610 sq meters main lobby including a private lounge and a bar. Penthouse A: 430 sq meters + 150 sq meters terrace. Penthouse B: 270 sq meters + 60 sq meters terrace. Architectural project, as well as interior design and furnishing.
Private residence. Complete refurbishment of the 100 sq meters master suite. Interior design and furnishing project.
Real estate project. New high-rise residential building. 4 penthouses: Unit A 370 sq meters, Unit B 350 sq meters, Unit C 490 sq meters and Unit D 615 sq meters. Architectural project, as well as interior design and furnishing.
Real Estate Project. Three penthouses with roof terrace in a newly built tower overlooking Waikiki beach, for a total of 550 sq meters for the apartments and 490 sq meters for the terraces. Interior design and furnishing project.
MONOBRAND

Milan
Via Sant’Andrea 9
Via Manzoni 37
Paris
195 Boulevard St German
London
113 New Bond Street
New York
97 Greene Street
Los Angeles
Pacific Design Center
Tokyo
Armani/Ginza Tower, 4F 5-5-4 Ginza, Chuo-Ku
Barcelona
609/615 Avenida Diagonal, Pedralbes Centre
Cannes
Palais Stéphanie, 50 Bd. La Croisette/Rue Amoretti
Nicosia
8A Stavrou Avenue
Munich
Armani/Flur Höfe, Theatinerstrasse 12
Athens
188 Kifissias Avenue, Halandri
Moscow
2 Tretjakovsky Prospekt
Moscow
Barvikha Luxury Village, 8 km Rublyovo Uspanskoye Shosse
Hong Kong
31 Leighton Road, Causeway Bay
Beijing
Da Vinci Collection, 5F Tower B Cofco Plaza 8 Jianguo Mennei Da Jie
Shanghai
Da Vinci Collection, Three on the Bund Ground F 3 Zhong Shan Dong Yi Road
Shanghai
Da Vinci Collection, 433 Yan An West Road
Shenzhen
Da Vinci Collection, Zhenye Mansion 2018 Bao An Nan Road
Guangzhou
Da Vinci Collection, 1 Tianhe Bei Lu Road Tianhe District
Singapore
Burj Khalifa Hotel Arcade 1-33/34, 328 North Bridge Road
Seoul
97-6 Changdong Dong Kangnam Gu
Jakarta
Da Vinci Tower, Jl. Jend. Sudiman Kav 2
Kuala Lumpur
FL 1-3, Explore Floor Starhill gallery 1 81 Jalan Bukit Bintan
Tel Aviv
3 Hatazorsha street
Dubai
The Dubai Mall Level 1
Jeddah
Al Rubaiyat Fashion Designer Home, Khayyam Centre Taibia Street
Riyadh
Al Rubaiyat Fashion Designer Home,Alayya Street
Kuwait City
Al Talal Commercial Center Store G44, Shuwishak Pepsi Street
Manama
Al Aali Shopping Complex
Amman
Saqra Building, Wadi Saqra Street Shops 4-5-6

SHOP IN SHOP

Berin
Villa Harteneck, Douglasstrasse 9
Hamburg
Ulrich Stien, Ballindamm II
Montecarlo
Segreta, CC La Metropole, 4 Avenue de Spéluguas 17
Amsterdam
Wolterinck, Zevenend 33C, Laren
Antwerp
Hilde Cornelissen Interiors, Arenbergstraat 9
Madrid
Distinta, Calle Juan Bravo 46
Prague
Stopka, Praha City Center, Klimentská 46
Bratislava
Stopka Bratislava, Astoria Palace Hodzova nam.1/A
București
Philosophy, Calea Victoriei 60-64 Sector 1
Beograd
Lusso, Airport City, Omladinskih Brigada 90b
St. Petersburg
Design Gallery, Ul. Bolshaya Konjushennaya2
Samara
Arteimport, Molodozheiskaya str 209
Novosibirsk
Ralan Zero, 43 Bolshievitskaya str
Reggio Emilia
Melegari Arredamenti, Via Emilia 34, Ponte d'Enza
İstanbul
Ismet Mobilya Nişantaşlı, Tepeçik yolu S.Ahmet Acarkan Sok. 9
Almaty
Artete di casa, 82 Zhetoksan Str
Bangkok
Decor Mart, Park Thonglor Tower, 555 Sukhumvit 55, Klongton Nua, Wattana
Taipei
Ching Shang, 1F no.2-1 Lane 269 Sec 3 Nan Kin East Rd
Auckland
Neospace T/A Malisse, 99 The Strand, Parnell
Casablanca
Asia Ameublement, 9 Rue Essanani Bex Hamda Bd Du Phare
Cairo
Living In Interiors, Km 28 Cairo - Alex Desert Rd, Industrial Area, Abou Rawash
Cairo
Living In Interiors, Katameya
Doha
Living In Interiors, Museum Street, Al Jabi Building
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Giorgio Armani's Milan Home - Courtesy of Elle Decor Italia, photos by Mads Mogensen
Main m/yacht - Photos by Alessandro Braida