



BOSCO VESNA

**new mood
new experience**

This winter, Bosco di Ciliegi launches the large-scale project to renew the VESNA Shopping Centre space on Novy Arbat. The first stage of the project is the rebranding, which includes the introduction of a new logo.

The new digitalized name BoscoVesna will now adorn the main entrance of the shopping centre in place of the original signboard. The new name is surrounded by neon lighting, which is in constant motion and reflects the color palette of one of Moscow's main business and commercial districts – Novy Arbat.

The architectural solution was created by the Wowhaus Project Bureau team, well-known for its work on the beautification of public spaces, including the embankments and the largest parks of Moscow. The bureau actively cooperates with cultural and educational institutions: the Garage Contemporary Art Museum, Documentary Film Centre, Praktika Theatre, Pioneer Cinema, and many other significant public spaces. ISLAND Creative Group developed the brand's logo, visual identity concept, and website.

The addition of the word Bosco to Vesna's updated logo is no coincidence but helps underline the shopping centre's inclusion in the Bosco di Ciliegi Group. This change will help make the space more recognizable and comfortable for Bosco friends and clients.

The new BoscoVesna logo embodies the modern world: dynamic, ever-changing, constantly moving, and, naturally, digital.

BoscoVesna views the rebranding as the first step in a series of important changes that will occur at the shopping centre soon and that will transform its interior. The shopping centre will offer an even more extensive selection of new brands for its favourite clients: stylish and self-reliant women and men who are goal-oriented and self-assured, interested in fashion and art, fully in line with contemporary trends. BoscoVesna clients value their time and prefer to engage in quality and comfortable shopping in the megapolis's very heart in a creative modern format.

These coming changes will not only grant BoscoVesna a new architectural look but will also update the shopping spaces and communal spaces in line with modern trends. BoscoVesna offers its friends and clients a combination of quality shopping experience, first-class service, and a carefully curated selection of items. BoscoVesna represents a new type of shopping centre where one comes to experience new emotions and feelings.



Today BoscoVesna is a concept shopping centre with stylish collections created by young designers and luxury brands for life and beauty. The shopping centre offers a wide selection of items for various occasions. Buy a business suit or an exquisite dress for a visit to the theatre, choose a bag pack for your child, find gifts for your family and friends. BoscoVesna updates the collections each season to ensure that clients can always discover the newest items for the here and now.

BoscoVesna houses the two-storey Max Mara flagship boutique, which can be entered from Novy Arbat. Here you will find austere suits for business looks, the brand's signature cashmere coat, and accessories, including handbags, belts, and gloves.

Floor 1 starts at the Articoli by Bosco space where leading cosmetics and perfume brands are represented: Tom Ford, Armani Beauty, Nars, Sisley, Clé de Peau Beauté, La Mer, Valmont.

Floor 1 also includes the Sublime by Bosco boutique offering jewellery and watches: men's and women's watches by Cartier, Ulysse Nardin, Jaeger-LeCoultre, gold rings with gemstones from Pomellato, exquisite necklaces and bracelets by Chaumet, and so much more.

Clothes for an active lifestyle can be found at the Bosco Fresh boutique also located on Floor 1.

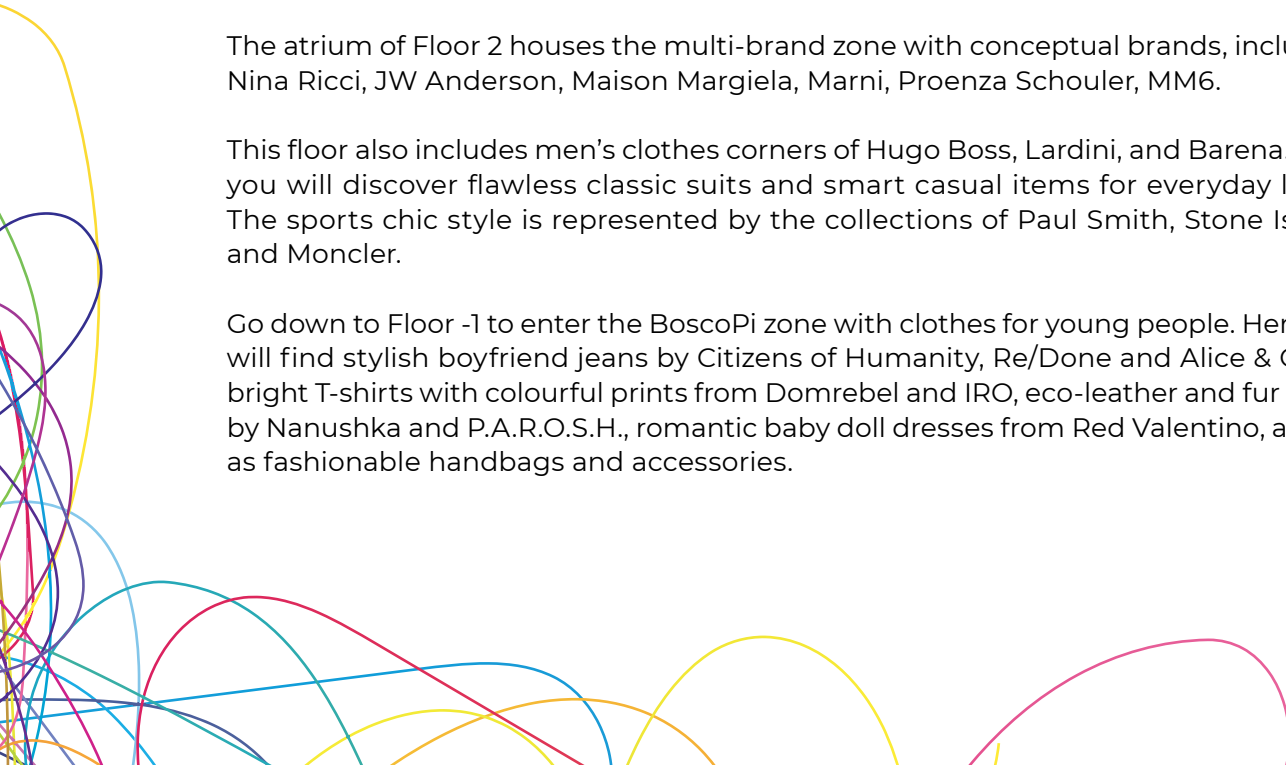
BoscoVesna is home to a cozy Coffeemanía where you can enjoy fragrant coffee with a croissant, have lunch, or savor sparkling wine in between the shopping.

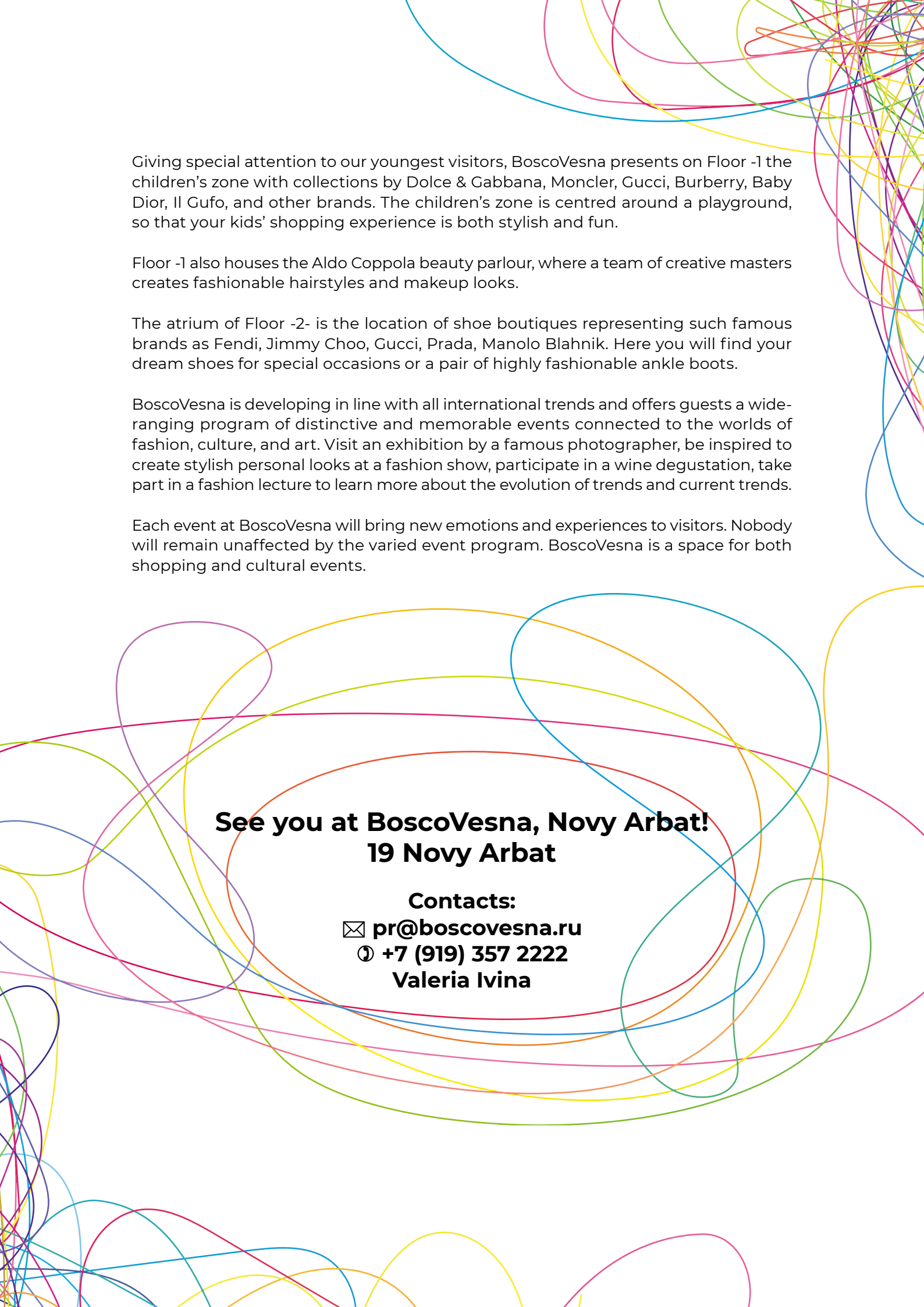
Continue your shopping on Floor 2 of BoscoVesna, which houses corners of various brands embodying individual styles and easily recognizable from their distinctive. For example, visit the corner of Etro to discover cashmere ponchos, flowing dresses and shirts, suits with chamois inserts, all decorated with the brand's signature Paisley print. Right next door is the Burberry corner featuring items with the ever-present monogram of the brand. Light dresses and blouses decorated with sequins and lace are available at the corners of Alberta Ferretti and Ermanno Scervino, traditionally focusing on femininity and elegance in their collections.

The atrium of Floor 2 houses the multi-brand zone with conceptual brands, including Nina Ricci, JW Anderson, Maison Margiela, Marni, Proenza Schouler, MM6.

This floor also includes men's clothes corners of Hugo Boss, Lardini, and Barena. Here you will discover flawless classic suits and smart casual items for everyday looks. The sports chic style is represented by the collections of Paul Smith, Stone Island, and Moncler.

Go down to Floor -1 to enter the BoscoPi zone with clothes for young people. Here you will find stylish boyfriend jeans by Citizens of Humanity, Re/Done and Alice & Olivia, bright T-shirts with colourful prints from Domrebel and IRO, eco-leather and fur items by Nanushka and P.A.R.O.S.H., romantic baby doll dresses from Red Valentino, as well as fashionable handbags and accessories.





Giving special attention to our youngest visitors, BoscoVesna presents on Floor -1 the children's zone with collections by Dolce & Gabbana, Moncler, Gucci, Burberry, Baby Dior, Il Gufo, and other brands. The children's zone is centred around a playground, so that your kids' shopping experience is both stylish and fun.

Floor -1 also houses the Aldo Coppola beauty parlour, where a team of creative masters creates fashionable hairstyles and makeup looks.

The atrium of Floor -2- is the location of shoe boutiques representing such famous brands as Fendi, Jimmy Choo, Gucci, Prada, Manolo Blahnik. Here you will find your dream shoes for special occasions or a pair of highly fashionable ankle boots.

BoscoVesna is developing in line with all international trends and offers guests a wide-ranging program of distinctive and memorable events connected to the worlds of fashion, culture, and art. Visit an exhibition by a famous photographer, be inspired to create stylish personal looks at a fashion show, participate in a wine degustation, take part in a fashion lecture to learn more about the evolution of trends and current trends.

Each event at BoscoVesna will bring new emotions and experiences to visitors. Nobody will remain unaffected by the varied event program. BoscoVesna is a space for both shopping and cultural events.

See you at BoscoVesna, Novy Arbat!
19 Novy Arbat

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