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This Beloved Milanese Store Gets Anniversary Revamp – and a Dose of Romeo Gigli Archival Pieces

Founder Uberta Zambeletti is celebrating the 15-year milestone with a retail facelift and offering archival pieces of her first fashion crush.

By SANDRA SALIBIAN 

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MILAN – Uberta Zambeletti can't wait to see you.

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The founder of the beloved Milanese **store** “Wait and See” is celebrating the retailer’s 15th anniversary with a little revamp, a new claim and a tribute to her first fashion crush, designer Romeo Gigli.

Renovation of the **store**, which is housed in a former 18th-century convent nestled in the city’s chic 5 Vie district, was spearheaded by Zambeletti in collaboration with Micro Studio, the architecture firm established in **Milan** by Francesca Di Silvestre and Marta Francescatti.



The revamped Wait and See store in Milan. COURTESY OF WAIT AND SEE

While keeping with the original vibrant and playful vibe, they partnered to create a welcoming space encouraging discovery and conversation, in sync with the store’s new motto: “We can’t wait to see you!”

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The founder's upbeat nature is reflected in revamped elements like the resin flooring sprinkled with a colorful confetti pattern and the diagonally striped carpeting marking the fitting room area.

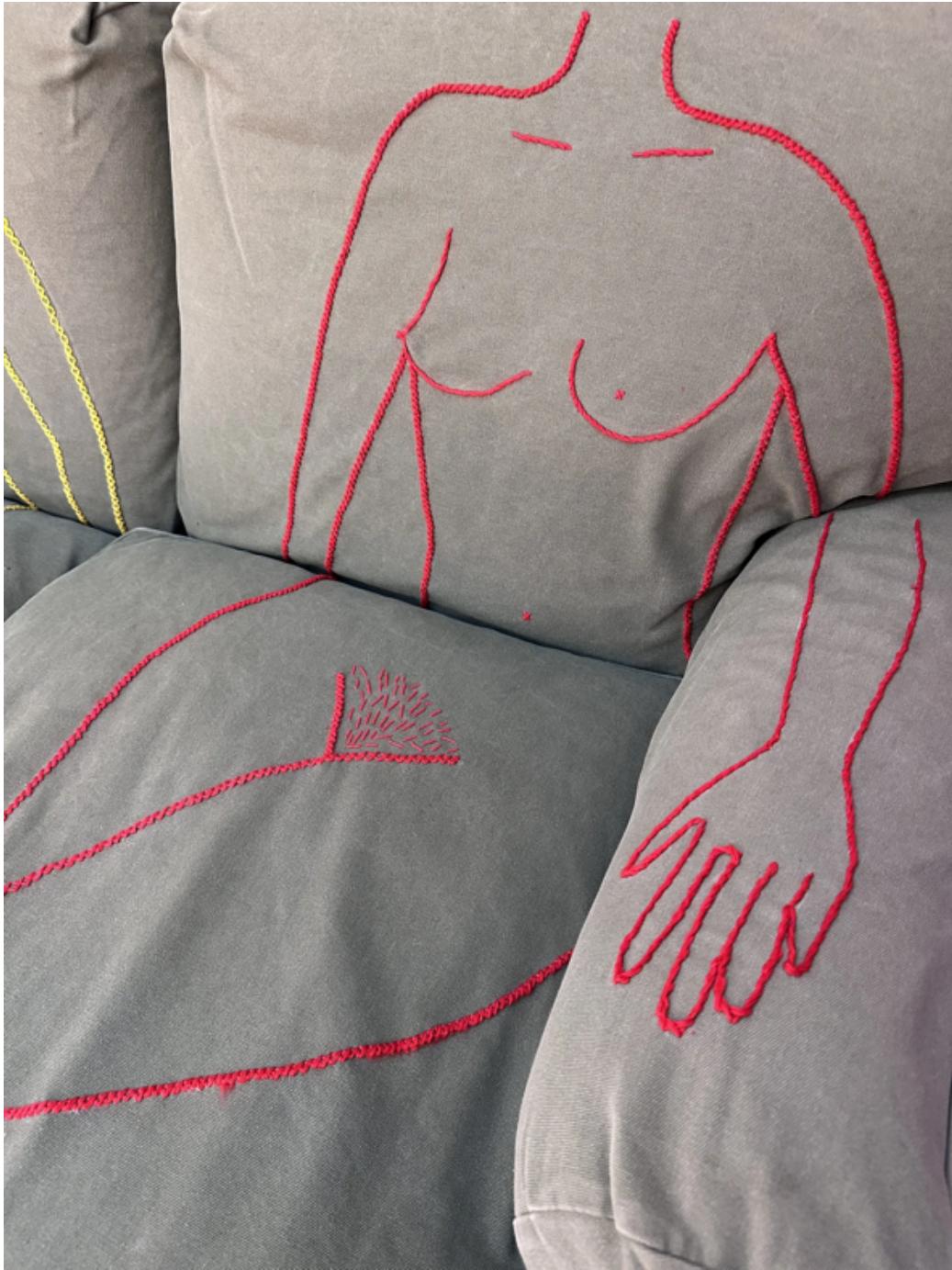


The revamped Wait and See store in Milan. COURTESY OF WAIT AND SEE

Tongue-in-cheek elements stand out at the heart of the store, including a sofa embroidered to depict life-sized silhouettes of three nude bodies. Red mesh iron bookshelves and traditional Italian kitchen towels suspended like airy curtains from the ceiling add to the quirky interior.

The space complements the retailer's unique assortment of apparel and accessories, which for the anniversary will be further enriched by a selection of Gigli's archival

pieces, in a nod to Zambeletti's roots and homage to the designer that sparked her fashion journey.



A detail of the revamped Wait and See store in Milan. COURTESY OF WAIT AND SEE

“I was 17 when I had a revelation. I fell headfirst into the deep burgundy of that vaguely masculine Romeo Gigli coat, displayed in a shop window in central Milan. I was with my grandmother Carla, who – in a rare moment of excitement – bought it for me on the spot. That was the beginning. I started with a master,” said Zambeletti.

Now she has selected a series of items hailing from the '80s and '90s in collaboration with Italy's storied vintage retailer and secondhand institution A.N.G.E.L.O.



Uberta Zambeletti in archival Romeo Gigli vest and shoes. COURTESY OF
WAIT AND SEE

A testament to Gigli's timeless refinement and poetic tailoring and aligned with the eclectic and colorful aesthetic of both Zambeletti and her store, the pieces

mainly comprise unisex vests in graphic patterns and women's pointy-shoe styles, available at prices ranging from 126 euros to 198 euros.

The offering is in sync with Zambeletti's spirit in launching the store, namely the intention to provide a space of discovery based on the belief that luxury should not be defined just by price, as she has always included accessible items in her assortment, too.



Archival Romeo Gigli vest and shoes. COURTESY OF WAIT AND SEE

A multifaceted entrepreneur, Zambeletti has a longtime connection with the fashion industry. After completing her studies in Paris and London – earning a higher national diploma in textile design from Chelsea School of Art and a master's in fashion knitwear from the Royal College of Art – she worked as a fashion designer, interior decorator, art director and fashion coordinator

for international brands such as Missoni, Max Mara, Anna Molinari, Etro, Pinko, SINV, as well as for the Rinascente department store.



Archival Romeo Gigli shoes. COURTESY OF WAIT AND SEE