

## Milan Is Finally Getting Its Due as a Design Destination

The once-overlooked fashion capital is now a sparkling, thriving hub of design and creativity where everyone wants to be

TEXT BY GISELA WILLIAMS PUBLISHED: OCT 12, 2025

**I**t used to be the case that Milan was not the favorite fashion capital on the circuit. “It was gray and kind of heavy with sadness,” recalls designer Tina Lutz Morris, founder of the cultish Lutz Morris handbag label, who recently opened her by-invitation-only boutique on Via San Pietro all’Orto. But in the last decade, the city has had a glow-up. “Milan has become so optimistic and much lighter,” she says. She also means literally, as the facades of several historic buildings, including the **Duomo**, were cleaned before the 2015 World Expo. Plus, a major infrastructure upgrade has been achieved ahead of the 2026 Winter Olympics: A new metro line connects Linate airport to downtown Milan in 15 minutes.

As for where to stay when you visit, new and noteworthy hotels include **Hotel Milu Milano**, located in the Porta Venezia district, and the highly anticipated **J.K. Place**, opening this coming spring. **Casa Brivio** is a more intimate and design-forward stay, housed in a “Gio Ponti-style building touched up by architect Matteo Thun,” per Prior. And the ornate **Hotel Principe di Savoia** remains a mainstay for the fashion pack.



MARCO BERTOLINI

A stairwell at the Casa Brivio