

**ISAIA**  
NAPOLI

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<http://hauteliving.com/2017/09/isaia-opening-sf-2017/643718/?market=san-francisco>

**WWD**

<http://wwd.com/fashion-news/fashion-scoops/isaia-san-francisco-store-frank-loyd-wright-building-11010716/>

C SOCIAL FRONT

<http://csocialfront.com/san-francisco/isaia-san-francisco-boutique-opening>

THE TASTE SF

<https://www.thetastesf.com/isaia-san-francisco/>

Robb Report

<http://robbreport.com/style/fashion/isaia-opens-new-san-francisco-boutique-frank-loyd-wright-building-2747434/>



<http://www.mr-mag.com/isaia-opens-san-francisco-flagship-historic-frank-loyd-wright-building/>

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<http://sfluxe.net/isaia-at-140-maiden-lane-sf/>

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<http://www.sfchronicle.com/style/windowshopping/article/Italy-s-luxe-brand-Isaia-finds-a-home-on-Maiden-12288411.php>

Party Pages



ATYNSA SCHWAB, ALEX ANDRA WELLS AND LAURA SWEENEY



GANLUCA ISAIA



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SEPTEMBER 21  
ISAIA MAKES ITS  
SAN FRANCISCO  
DEBUT

PHOTOS BY DREW ALTIZER  
The boutique label menswear label opened inside Frank Lloyd Wright's iconic "Mousetrap" at 140 Maiden Lane, drawing fashionists from SoMa, Midtown and the Tenderloin. *Clayton Kopp*



GANLUCA ISAIA AND TYLER MITCHELL



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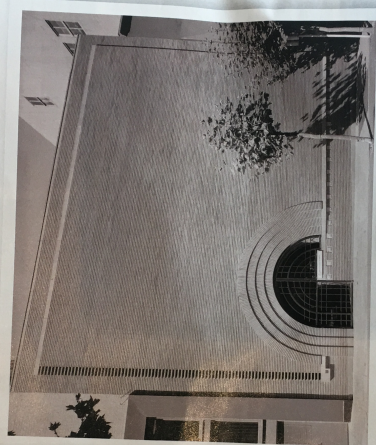
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INSIDE FRANK LLOYD WRIGHT'S 'MOUSETRAP'

BY KENDRA BOUTELL

In 1948, Frank Lloyd Wright envisioned a radical design for San Francisco's V.C. Morris Gift Shop. Located at 140 Maiden Lane, the finished building's two-story tan brick facade featured a single fenestration. Nearby, Union Square's storefront showcased expansive plate glass windows. The architect described his asymmetrical Romanesque arched entry as a "mouse-trap." Beyond the portal, a narrow barrel-vaulted corridor revealed the shop's circular interior. There, two white Persian cats lounged amid the fine china and crystal.



The office of San Francisco society patronized V.C. Morris Gift Shop, where they purchased streamlined, Shagreened and chrome-plated items. Wright was hired to renovate the exterior and interior of their business. Before construction, Wright explained his merchandise to the store's owners. We are not going to dump your beautiful merchandise on the street, but create an arch tunnel of glass, into which the merchandise will be placed. As they penetrate further into the entrance... they will suddenly push open the door, and you've got them! Wright's magical world greeted visitors. An ascending spiral ramp with porthole niches led to a circular gallery. Wright installed a ceiling of translucent acrylic domes to filter light. He designed rectangular and square concrete slabs for the entrance with the curved, subterranean, Moorish woodwork.

Manuel Santaferran rents out copper concrete walls. To complete his predictive masterpiece, Wright created a recessed concrete floor. In 1959 following Lillian's death, the same year, Wright's masterpiece, The Guggenheim opened in New York with its large-scale spiral ramp for which 140 Maiden Lane was the inspiration. Wright's building in San Francisco—which gained city landmark status in 1974—attracted other luxury retailers. **Alman Adler** sold his modernist furniture and home decor. **Helga Howe's** boutique, and later **Xanadu Gallery**, specializing in ethnic art and antiques. Each occupant acted as a curator, adding to the building's unique character and integrity of its design.

The, now occupied by the Italian menswear brand **Isaia**, the architect's son, San Francisco address, 140 Maiden Lane, an early model for The Guggenheim, remains true to his original vision. Wright's early model for the building was completed in September, which benefited SF71m.



think it doesn't look like an add-on at first glance, but anyone who seriously knows Wright's oeuvre will be aware that it isn't his work but something he inspired. In 1974, the building was sold to **Isaia**. In the latest incarnation of 140 Maiden Lane, **Isaia**, the Neapolitan bespoke menswear firm, recently established a San Francisco atelier.

"How fitting," he muses, "for Isaia's timeless

