STONE ISLAND

STONE ISLAND INAUGURATES NAPLES FLAGSHIP WITH " 'A SORPRES ",
A DOCU-FILM DEDICATED TO THE CITY

March 12th, 2026

YouTube Link

" 'A SORPRES "
DIRECTED BY GLENN KITSON

On the occasion of the opening of its new flagship store in Napoli, Stone Island retraces the story of its bond with the city through " 'A SORPRES ", a short documentary directed by Glenn Kitson, shining a light on the city of Naples and on those who fuel it every day, with the energy for which it is renowned.
The film moves through the Resina market, tracing the origins of the first Stone Island pieces in the city, that could be found among the hundreds of garments on sale. The title " 'A SORPRES " (Neapolitan dialect standing for *by surprise*) alludes to the genuine sense of wonder felt each time a badge was discovered there: a rare and eagerly sought-after occurrence that lends an added layer of meaning to the new opening. "The film tells the story of the relationship between Naples and the brand, reflecting the Stone Island community as a whole," says English director Glenn Kitson. The soundtrack is produced by LIBERATO, the Neapolitan artist of unknown identity.

"When you found the piece - that particular jacket - in Resina, people would say: "Ecco il cuore d'oro!" (*Here's the golden heart!*) ". This is how Roberto Saviano introduces the *Resina Miracle*, which emerged in the post-war years from surplus goods originally destined for American troops. The immediate association with the workwear and military references of early '80s and '90s Stone Island collections led to collectible pieces surfacing among Resina's *pezze* (piles), which quickly became a go-to destination for durable, military-inspired garments, as explained by Gennaro Boccia of Pezze Vintage.

From this unique and highly original phenomenon - emblematic of the deep-rooted passion that Stone Island enthusiasts have always nurtured for the brand - stems the relationship between Stone Island and Naples. Today, that bond is reflected in a broad and diverse community: from those who skipped school to search for badges among *le pezze* (the piles), as recalled by Alessio Malinconico of Salumeria Malinconico, to those who have meticulously collected Stone Island garments for over thirty years, such as Alfredo Formisano of Alfredo Formisano Vintage, and to those who associate it with the spirit of positive cultural cross-pollination of the city, as described by Enrico Fierro of Futuribile Records.
A series of behind the scenes images, shot by Vittorio Cioffi, will be released alongside the documentary.

Featured in the documentary:
Alessio Malinconico - Salumeria Malinconico
Alfredo Formisano - Alfredo Formisano Vintage Shop
Antonella Mignogna - Stylist
Enrico Fierro - Partner Periodica Records - Futuribile Records
Gennaro Boccia - Pezze Vintage
Nello Oliviero - Alfredo Formisano Vintage Shop
Roberto Saviano - Writer
Vincenzo Schioppa - Creative Director and Co - Founder nss

Directed by Glenn Kitson

Produced and Curated by nss

Music by LIBERATO (© 2019 - © 2022)
Tracks: NUNN'A VOGLIO 'NCUNTRÀ; NUNNEOVER

THE STORE

Stone Island opens its new Naples flagship, located within Palazzo Fusco, a late 19th-century building on Via Filangieri, one of the city's most prominent streets. Spanning over 55 sqm, the store continues the global retail evolution developed in collaboration with OMA/AMO, expressing the brand's pillars of material research, innovation and community.

The façade features a transparent, fully glazed window animated by a digital mannequin installation, creating a direct dialogue between the interior and the city. Inside, the space unfolds as a cohesive material landscape defined by experimentation and tactility. Cork surfaces shape the architectural identity of the store: burned, sandblasted and coated, the cork results in a dark, textured finish.
The left wall is clad in perforated steel and houses a connected series of video displays detailing Stone Island's latest campaigns, while a stainless-steel display table with a glass top provides a precise focal point. A fire-red enamelled steel grid garment rail introduces a bold chromatic accent, while corrugated, manually sandblasted metal panels treated with sand and resins that contribute to the store's industrial tactility.

As part of Stone Island's ongoing creative collaboration platform, the store also integrates custom design contributions: light fixtures, designed by Tim Hooijmans of De Studio, are crafted from durable aluminium billets, pressure stools by Tim Teven furnish the changing rooms, and a leather and steel chair by Markus Töll of SUPERSEDIA adds a sculptural presence to the space.

Robert Triefus, President & CEO of Stone Island, commented: "Naples holds a unique cultural energy that aligns naturally with our brand. This new flagship strengthens our presence in Italy and creates a new space for our community to engage with Stone Island's research culture."

STONE ISLAND NAPOLI
Via Gaetano Filangieri 21, 80132 Napoli

About Stone Island
Stone Island is a global leader of product design and garment innovation. Founded in Italy in 1982, it has consistently pushed fabric technology and experimentation, particularly focusing on functionality and utilitarianism. Design is driven by purpose, resulting in an immediately recognisable signature of cut, form, materiality and colour. For over four decades, Stone Island has built an ever-growing worldwide community which both celebrates the brand's heritage and is activated by new product developments.

About OMA /AMO
OMA is an international practice operating within the traditional boundaries of architecture and urbanism, led by seven partners with offices in Rotterdam, New York, Hong Kong, and Australia. AMO is a research and design studio that applies architectural thinking to domains beyond, such as exhibitions, scenography, and strategy. AMO, led by Samir Bantal since 2016, established a long-lasting collaboration around fashion brands, where store design is part of a broader involvement. Stone Island is the latest partner for which AMO designs multiple stores.