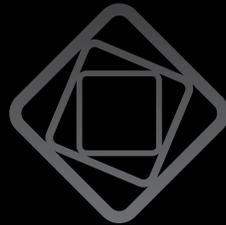
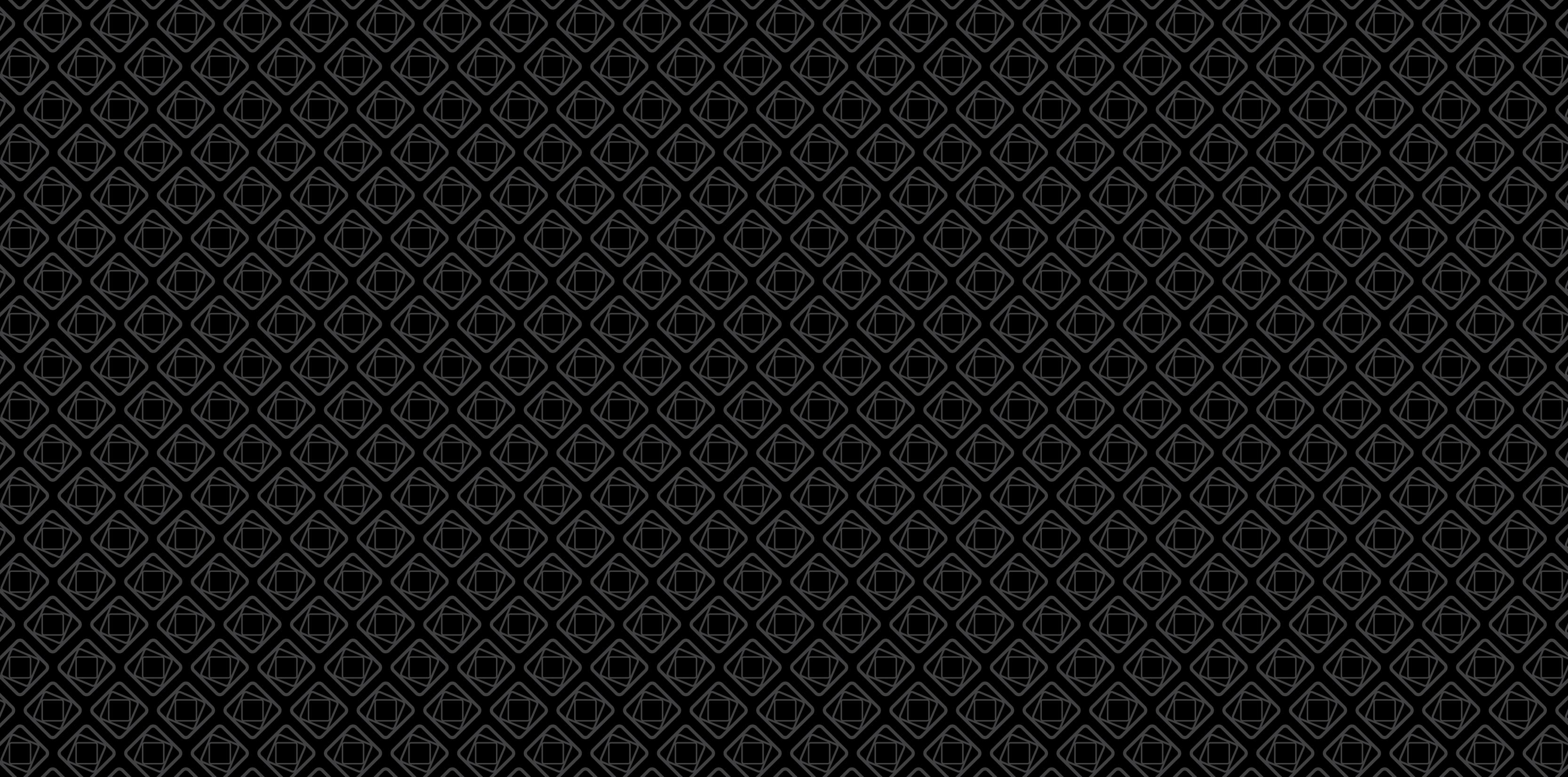


Via Artis

I LOVE YOU





VIA ARTIS  
I LOVE YOU

*25*



THIS BOOK IS A WINDOW TO  
OUR  
VIA ARTIS WORLD.

My windows always start  
with a DREAM, A STORY,  
AND ONLY then a sketch.

All the heroes of our  
windows have style and  
personalities. They begin to  
talk to us and become  
our friends.

This book is a collection of  
our life's stories,  
stories we love and want to  
share with you.

ENJOY TALES OF VIA ARTIS!  
share with you.

P.S. VIA ARTIS TALES ALWAYS  
HAVE HAPPY ENDINGS

G.G.

TO MY FAMILY  
- H, Y and C!

Always G.G.



self-portrait  
1991

VIA ARTIS IS A PLAY OF WORDS IN LATIN,  
INVENTED BY MY HUSBAND, TRANSLATED  
AS "THE WAY TO ART", "THE WAY THROUGH  
ART". THIS NAME HAS BECOME THE GUIDING  
STAR OF OUR JOURNEY.

ART IS BEAUTY!

VIA ARTIS IS THE ART OF BEING BEAUTIFUL,  
BECOMING BEAUTIFUL!

VIA ARTIS IS TRADITIONS, MEETINGS,  
ACQUAINTANCES, FRIENDSHIP!

VIA ARTIS IS DIGNITY, HONESTY AND NOBILITY.

VIA ARTIS IS SIMPLY JOY!

VIA ARTIS IS THE AESTHETICS OF BEING!

Via Artis – игра слов на латыни,  
придуманная моим супругом,  
переводится как путь в искусство,  
путь через искусство. Это название  
стало путеводным девизом для  
нашего бизнеса.

Искусство – это красота!

Via Artis – это искусство быть красивой,  
стать красивой!

Via Artis – это традиции, встречи,  
знакомства, дружба!

Via Artis – это уважение, готовность,  
благодарность.

Via Artis – это настроение, радость!

Via Artis – эстетика бытия.

Ю.





ART IS BEAUTY  
ART IS NATURE  
ART IS COMMUNICATION  
ART IS EMOTION  
ART IS FEELING  
ART IS LOVE  
ART IS WORLD  
ART IS IMAGINATION  
ART IS EXPRESSION

FASHION AS AN ART







The codes of Via Artis  
 Via Artis... is a very attractive, intelligent woman  
 with a sense of modern chic. SHE'S gracious,  
 elegant and has style, I'll always think as a  
 MODERN GODDESS STYLE.

SHE'S always wearing black dress with  
 a little something (OK, sometimes not little)

For 25 years she's been sharing her  
 passion for life and ultra-positive  
 energy with everyone who steps inside.

For me Via Artis, is a piece of my  
 MOTHER, my VERY own

GODDESS Yunona!

G.G.





*Sketch by Antonio Marras, 2015*







VIA ARTIS I LOVE YOU NOVEMBER 2019



VIA ARTIS I LOVE YOU MARCH 2017

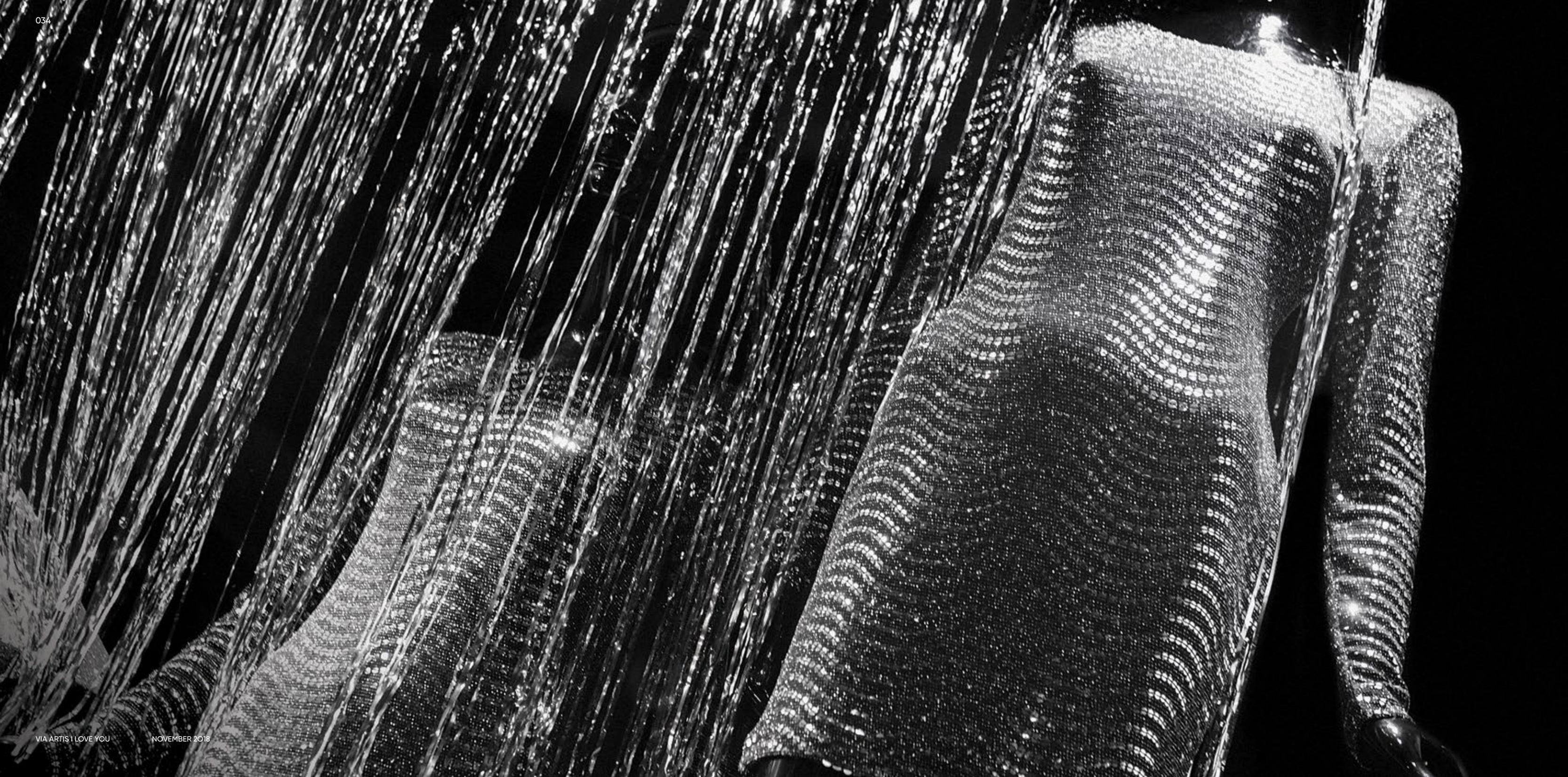


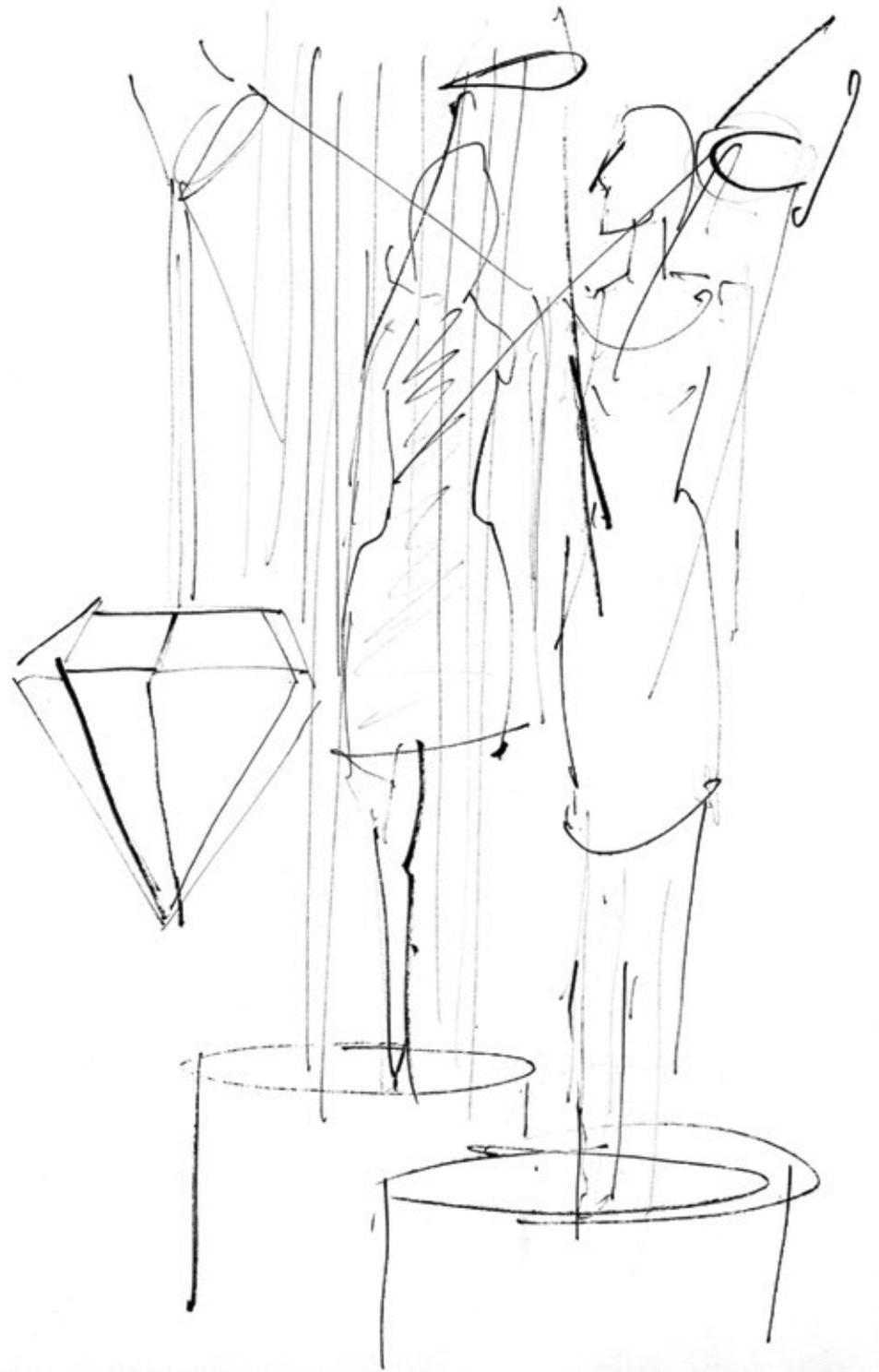
VIA ARTIS I LOVE YOU MAY 2017



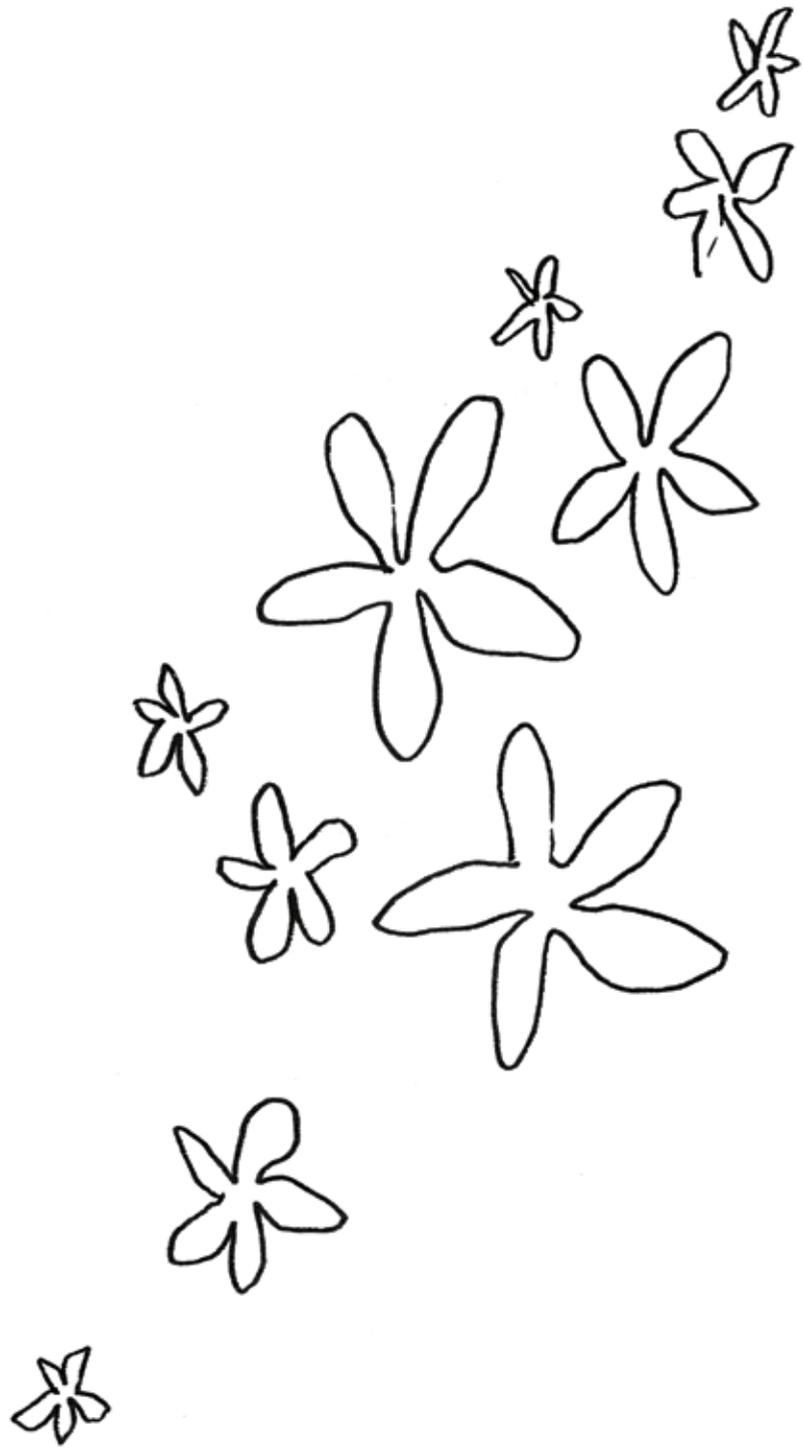
VIA ARTIS I LOVE YOU AUGUST 2017













THE CHOSEN RESORT  
OF THE ARTISTIC SHOPPER

OSCAR WILDE



VIA ARTIS SIGNATURE IS  
ALWAYS RECOGNISABLE.







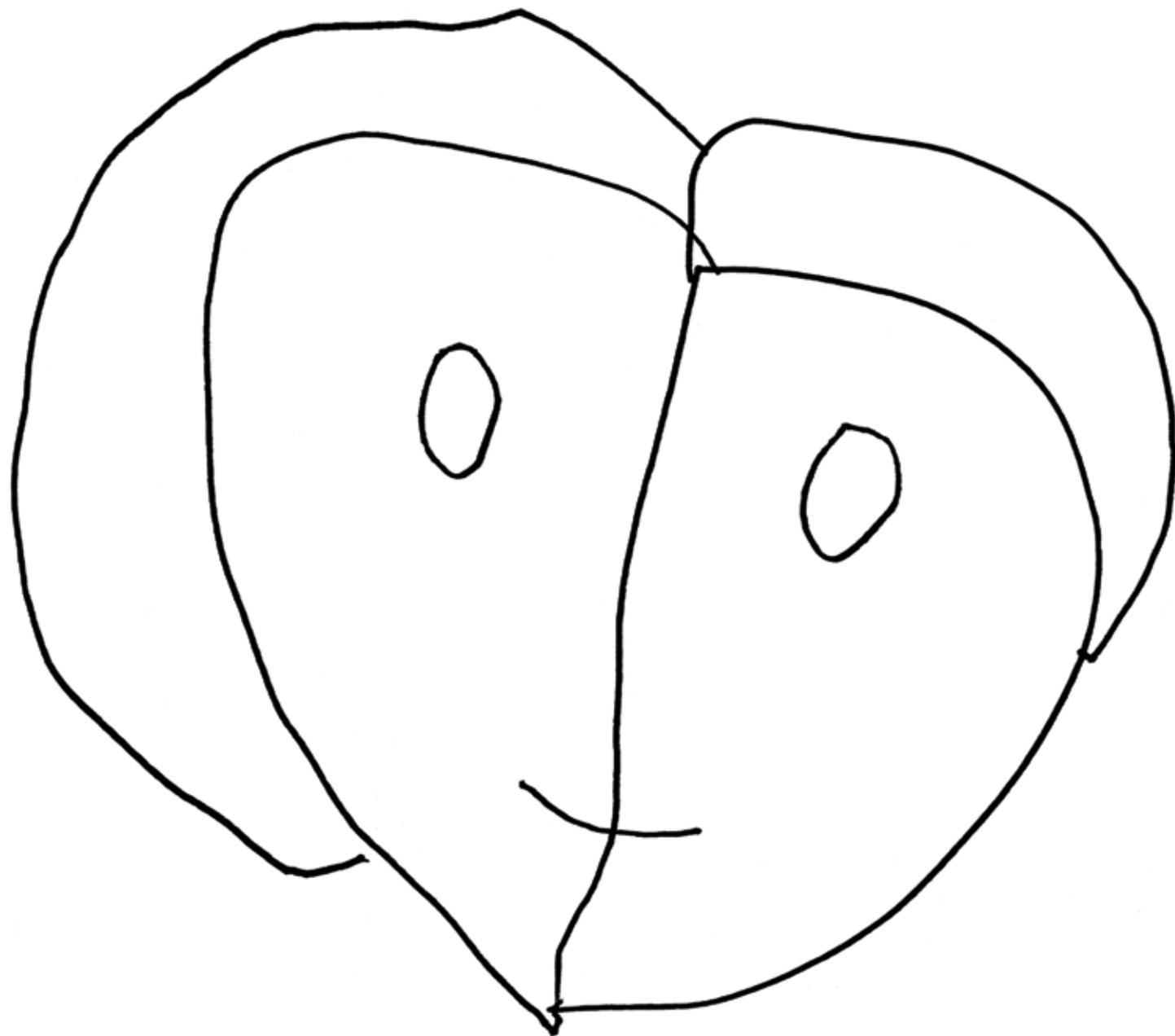






FOR THE MOST BEAUTIFUL  
KIDS IN THE WORLD

VIA ARTIS KIDS



YOU CAN FIND INSPIRATION  
IN EVERYTHING\*:  
(\*AND IF YOU CAN'T, LOOK AGAIN!)

SIR PAUL SMITH

















I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!  
 I love you! I love you! I love you!





*... Because lily-of-the-valleys  
are my favorite flowers.*

*G.G.*



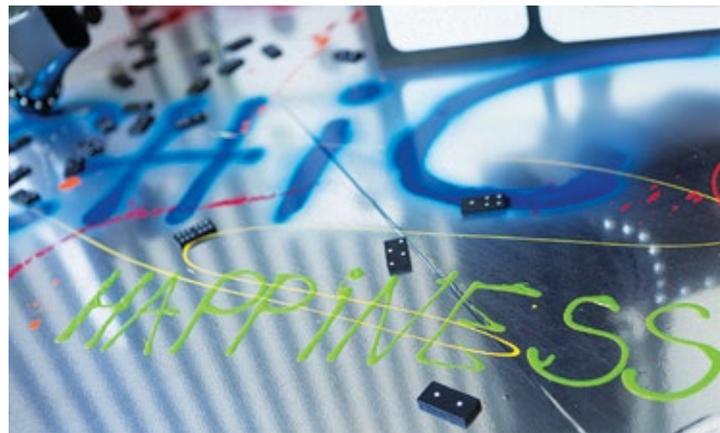
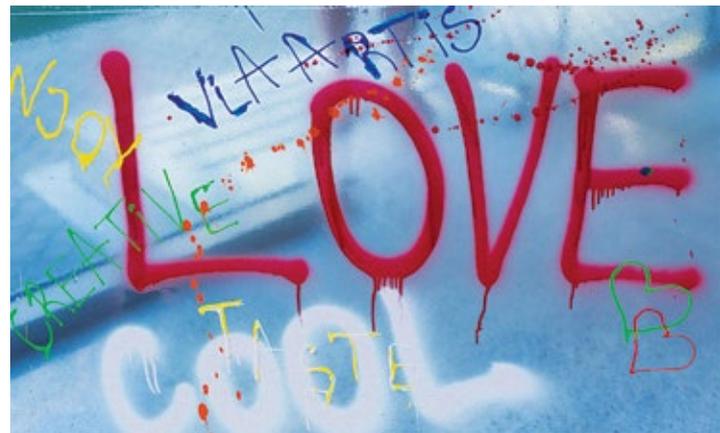


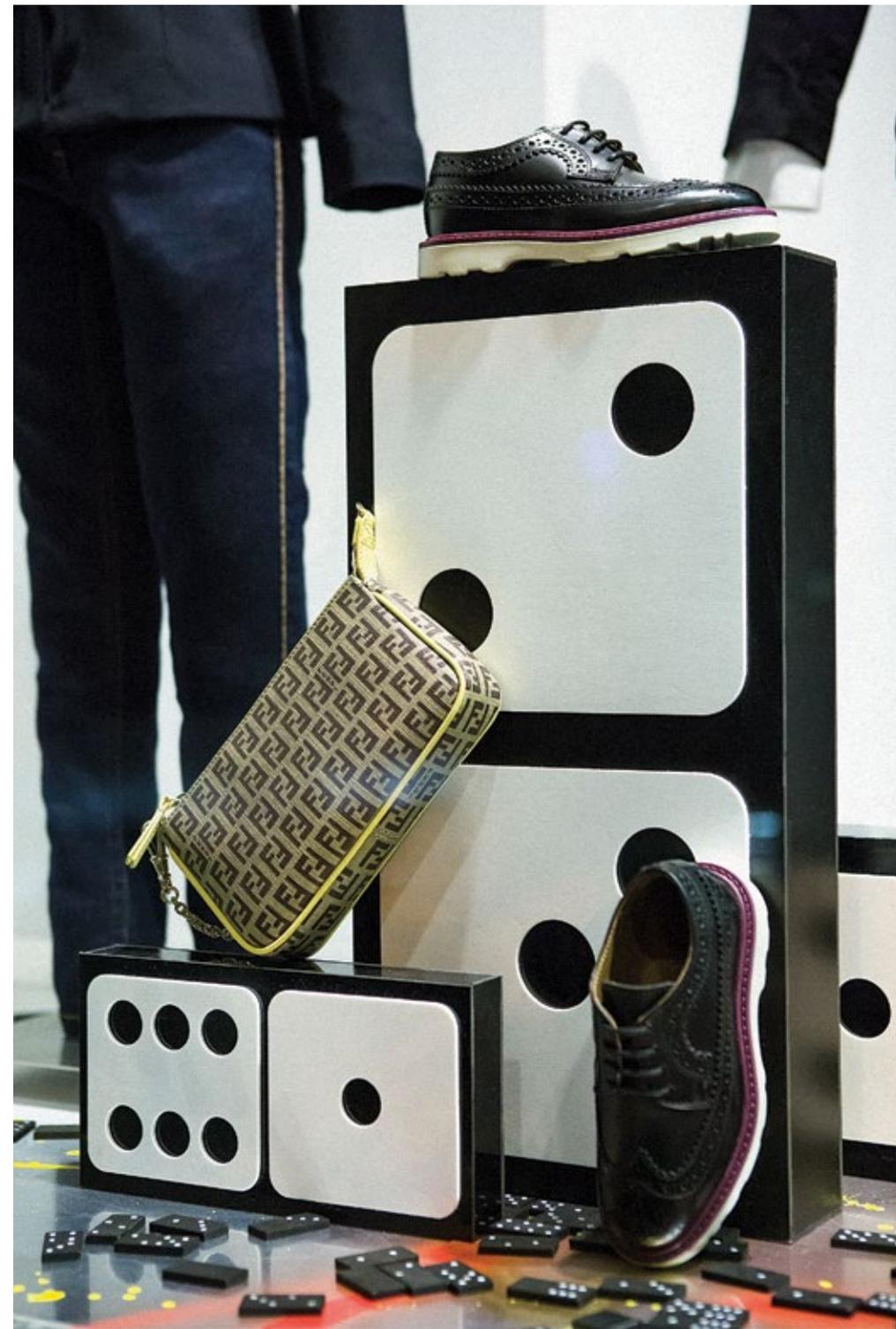
*INSPIRATION*















WHAT DAY IS IT?" ASKED POOH. "IT'S TODAY," SQUEAKED PIGLET. "MY FAVORITE DAY," SAID POOH.





















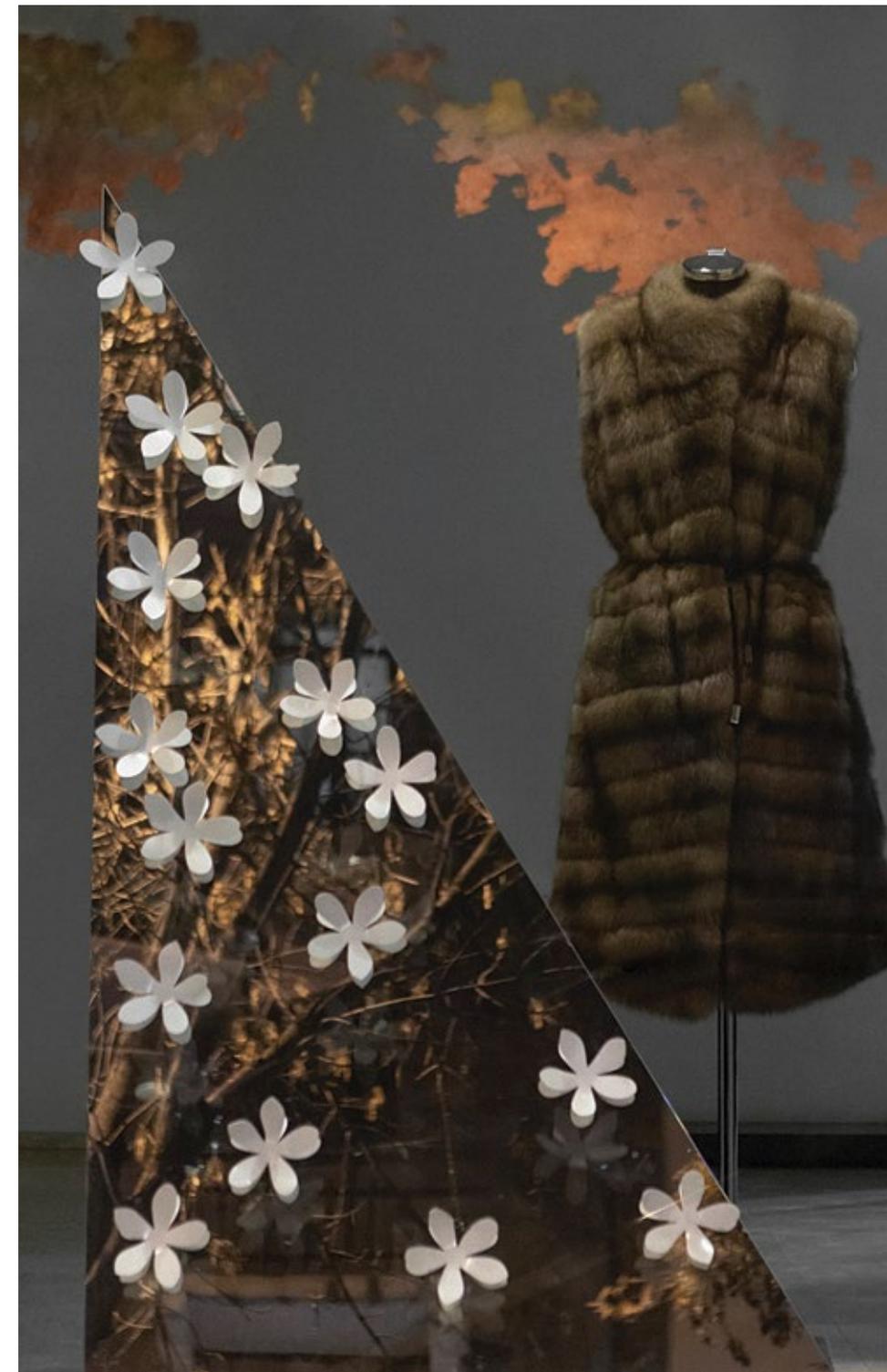






CHRISTMAS TREE, THE SMELL OF  
PINE NEEDLES, BELLS, CHRISTMAS  
BALLS, SNOW, SPARKLES, LETTERS TO  
SANTA CLAUS, CRACKERS, CANDLES,  
CHAMPAGNE, NEW DRESSES,  
SMILING PEOPLE, SNOWMAN,  
LAUGHTER, WISHES... HOPE,  
FAIRY TALE, MAGIC... THIS IS THE  
HOLIDAY OF THE NEW YEAR!  
THESE ARE VIA ARTIS'  
FESTIVE WINDOWS.





*The RiGHT Place,  
The RiGht ENERgY!*









# MONNIALISA



# New Year







*This carpet was made  
by my great-great  
grandmother 130 years ago.*









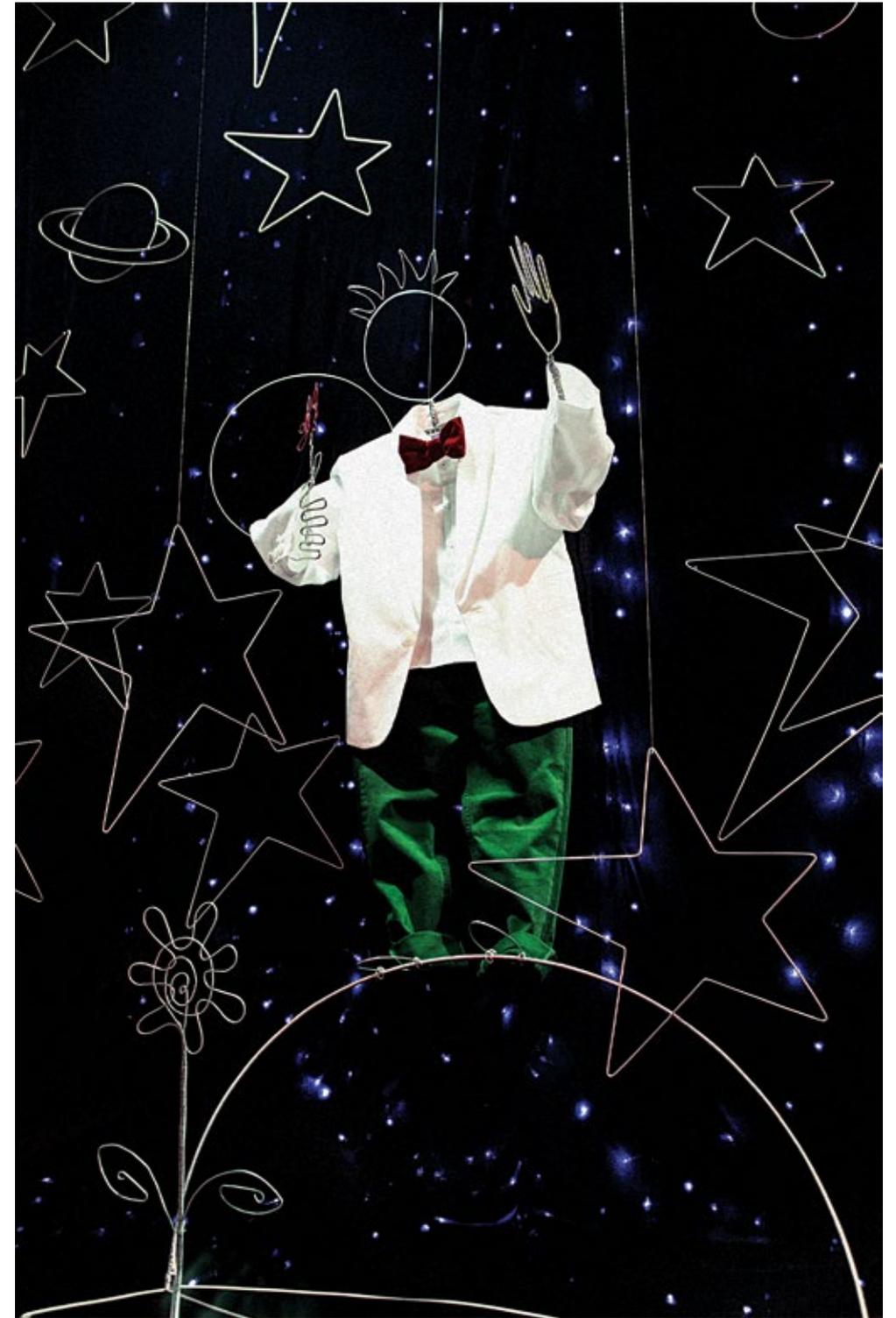


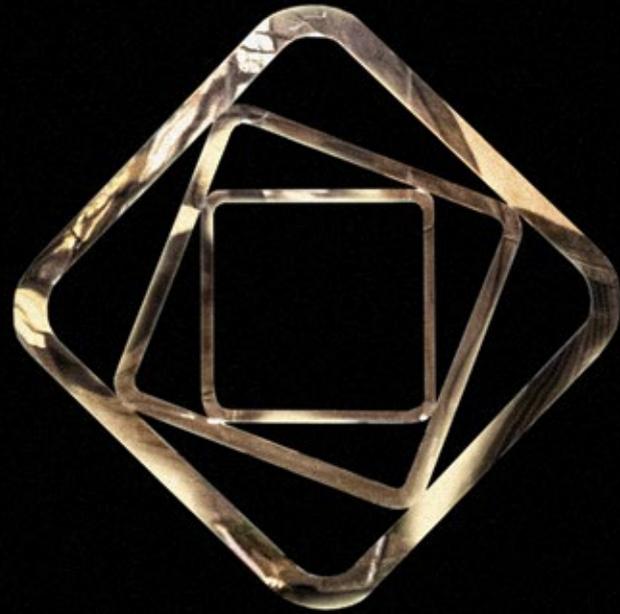
*THE LITTLE  
PRINCE*

*Antoine de  
Saint-Exupéry*

"ALL GROWN-UPS WERE ONCE CHILDREN...  
BUT ONLY FEW OF THEM REMEMBER IT."

The Little Prince





*Via Artis* Fashion Recipe!

3 cups of Style  
2 cups of Chic  
2 spoons of Sparkle  
1 pinch of Art

Mix it well and serve it HOT!





This book features a selection  
of 77 memories from our  
endless archive.

I want to thank my  
orchestra for making the  
impossible - Possible!

X G.G.





Via Artis  
with love ...

