

TRAF STRAF STRAF STRA

CHECK IN. STAND OUT.

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WEAR THE STRAF *SIDE OF LIFE*

Just a few steps from Milan's Duomo, STRAF hotel&bar launches its first merchandise collection: a curated edit of everyday essentials reimagined through the hotel's distinctive identity.

Built around the idea of comfortable wear, the collection turns simple pieces into wearable fragments of the STRAF universe — designed to be lived in, not just worn.

T-shirts, hoodies, socks, caps and beauty bags blend comfort, irony and attitude, drawing inspiration from the rituals, sounds and atmosphere that define the hotel experience.

Produced in Europe through certified supply chains, each piece reflects STRAF's commitment to quality, character and effortless individuality.

Available exclusively at STRAF hotel&bar.



**STRAF
MILANO
STAY IN
AN / ART
PROJECT
WE LOVE PEOPLE
MAXIMUM HEART
MINIMALIST CHIC**

MERCH *MENU*

MANIFESTO

TSHIRT

SWEATSHIRT

ROOM SERVICE

TSHIRT

SWEATSHIRT

STRAF / MILANO

HOODIE

SOCKS

CAP

POCHETTE

IN-VITA ODV

CHARITY PROJECT

NOT JUST FOR GUESTS.



MANIFESTO

T-SHIRT *WHITE*



MANIFESTO

T-SHIRT *BLACK*



MANIFESTO

SWEATSHIRT *BLACK*



ROOM SERVICE

T-SHIRT WHITE



MANIFESTO

SWEATSHIRT *WHITE*



STRAF / MILANO

HOODIE *BLACK*



SOCKS

WHITE



CAP

BLACK



POCHETTE

BLUE JEANS



IN *vita*
ODV



T-SHIRT

DESIGNED BY P.A.R.O.S.H.



NECKLACES & BRACELETS *HANDMADE IN MALI*

Make life comfortable, wear STRAF!

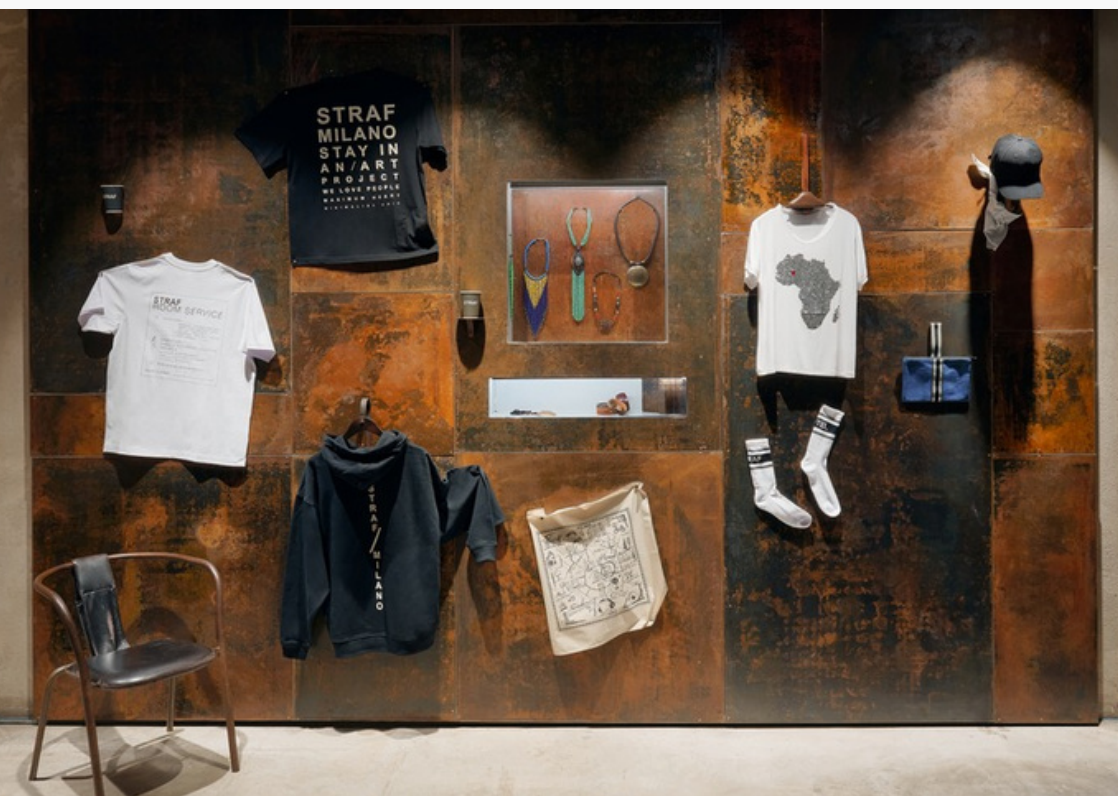
*ASK THE STRAF CREW, TRY ON THE
COLLECTION END UP TAKING A PIECE OF
STRAF HOME!*

*THE STRAF CORNER, ON THE HOTEL'S
GROUND FLOOR, IS WHERE THE
COLLECTION LIVES. CONSTANTLY
SHIFTING. CONSTANTLY BECOMING
SOMETHING ELSE.*

HUB@STRAF.IT

+39 02 805081

STRAF CORNER



*NOTHING STAYS THE SAME.
ON THE HOTEL'S GROUND FLOOR*

**MANIFESTO
T-SHIRT WHITE**



M-L 100% COTTON
45€

**MANIFESTO
T-SHIRT BLACK**



M-L 100% COTTON
45€

**ROOM SERVICE
T-SHIRT WHITE**



S-M 100% COTTON
45€

**ROOM SERVICE
SWEATSHIRT WHITE**



M-L 100% COTTON
75€

**MANIFESTO
SWEATSHIRT BLACK**



M-L 100% COTTON
75€

**STRAF / MILANO
HOODIE BLACK**



M-L 100% COTTON
110€

**SOCKS
WHITE**



ONE SIZE 100% COTTON
15€

**CAP
BLACK**



ONE SIZE 100% COTTON
35€

**POCHETTE
BLUE JEANS**



ONE SIZE 100% COTTON
26X16CM 35€



CHARITY PROJECT

**IN-VITA TSHIRT
DESIGNED BY
P.A.R.O.S.H.**



BLACK - WHITE - GREY

S-M-L 95% RAYON 5% ELASTANE
MINIMUM DONATION STARTING FROM 85€

**IN-VITA
NECKLACES & BRACELETS
HANDMADE IN MALI**



ASSORTED COLOURS AND STYLES

BRACELETS MINIMUM DONATION
STARTING FROM 50€

NECKLACES MINIMUM DONATION
STARTING FROM 70€

**MAKE A MINIMUM DONATION, TAKE HOME A VERY
COOL ITEM AND HELP SUPPORT IN-VITA.**

STRAFHOTEL&BAR AND OUR SISTER HOTEL GRAND HOTEL ET DE MILAN ARE THE PRINCIPAL SPONSORS OF THE NON-PROFIT ASSOCIATION IN-VITA.

THE MAIN OBJECTIVE IS TO BUILD AND RESTORE WELLS IN MALI'S RURAL VILLAGES AND PROVIDE WELL MAINTENANCE TRAINING FOR RESIDENTS. WE ARE ALSO PROUD TO DELIVER EDUCATIONAL RESOURCES AND ARRANGE MICROCREDIT.

EVERY GUEST WHO STAYS AT OUR HOTELS CONTRIBUTES DIRECTLY TO THESE PROJECTS AS WE AUTOMATICALLY DONATE A PERCENTAGE OF OUR PROFITS.



**MORE INFORMATION WWW.IN-VITA.ORG
IF YOU WISH TO MAKE A FURTHER DONATION TO IN-VITA:
IT 42 W 03069 09606 1000 0011 9218.**



YOUR *NOTES*

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