



La Rinascente (L'identità italiana) (Italian Edition)

Elena Papadia

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Punto d'arrivo di un processo di livellamento che in tempi brevi avrebbe inghiottito il variegato mosaico di gusti, classi, luoghi ed oggetti "fin-de-siècle", fanno la loro comparsa negli ultimi decenni dell'Ottocento - negli Stati Uniti e in Francia - i grandi magazzini, nuovi "giganti" della distribuzione commerciale. Prezzo fisso, entrata libera ed esposizione delle merci furono gli ingredienti di un clamoroso successo, che cambiò una volta per tutte la mentalità dell'acquisto e quella della vendita. In Italia, la loro diffusione è strettamente legata al nome della Rinascente, come ebbe a battezzare Gabriele D'Annunzio la società dell'industriale Borletti. Fondata nel 1917, ampliata nel 1928 con la nascita di una catena di magazzini "a prezzo unico" (Upim), la Rinascente si trova ad operare in un contesto economicamente e socialmente dominato da un modello di consumo contadino, da un lato, e da un modello aristocratico-élite, tenacemente fedele al criterio della distinzione, dall'altro. Nonostante ciò, la Rinascente diede, dal punto di vista culturale e organizzativo, un impulso formidabile all'allargamento dei consumi all'insegna della democratizzazione del lusso e di stili di vita moderni.

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