

STYLE KNOWS NO BORDERS.



BERETTA GALLERY: NEW YORK, DALLAS, BUENOS AIRES, PARIS, MILANO, LONDON



STEP INTO THE WORLD OF BERETTA...

To step into the Beretta Gallery on Madison Avenue is to step into a world rich in tradition and steeped in the sporting lifestyle. From the store's façade, built with imported Italian stone to resemble the Beretta castle in Italy, to the parquet floor that rivals the old castles of Europe, customers are immediately transported from the city into the world of Beretta—distinctive, inspiring and sophisticated.

Here, every Beretta product, from Premium Grade firearms, finished entirely by hand, to classically inspired sport clothing, hunting accessories and knives can be found in an elegant setting. An expert staff is ready to assist you in choosing your ideal custom firearm with personalized engraving, and the perfect, Beretta sportswear and accessories to suit your taste, lifestyle and needs.

Beretta Galleries, each a reflection of Beretta's 475 years of tradition and excellence, can also be found in Dallas, Milan, Paris, London and Buenos Aires.

**BERETTA SALUTES EXPLORER  
RICHARD WIESE**

Explorer and journalist Richard Wiese, a long time customer of the Beretta Gallery, embodies the Beretta lifestyle and spirit of adventure. In 2002, Wiese became the youngest president in The Explorers Club's hundred-year history. As an explorer, Wiese has tagged jaguars in the Yucatan jungles, captured crocodiles and handled venomous snakes in Australia, discovered 29 new life forms on Mt. Kilimanjaro and cross country skied to the North Pole. Wiese is a proud supporter and lifetime member of the Boy Scouts of America. He has chosen this organization as his charity for the private shopping event at the New York Gallery.



NEW YORK GALLERY  
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 **BERETTA**  
500 YEARS. ONE PASSION.