



LONG AN EXCELLENT MARKET FOR *Made in Italy*, THE USA REPRESENTS A TERRITORY STILL FULL OF GREAT PROSPECTS. AS DEMONSTRATED BY THE RECENT AND UPCOMING *openings* OF *showrooms* OF LEADING *brands*, BETWEEN THE POLES OF *New York* AND *Miami*

US SHOWCASES OF ITALIAN DESIGN

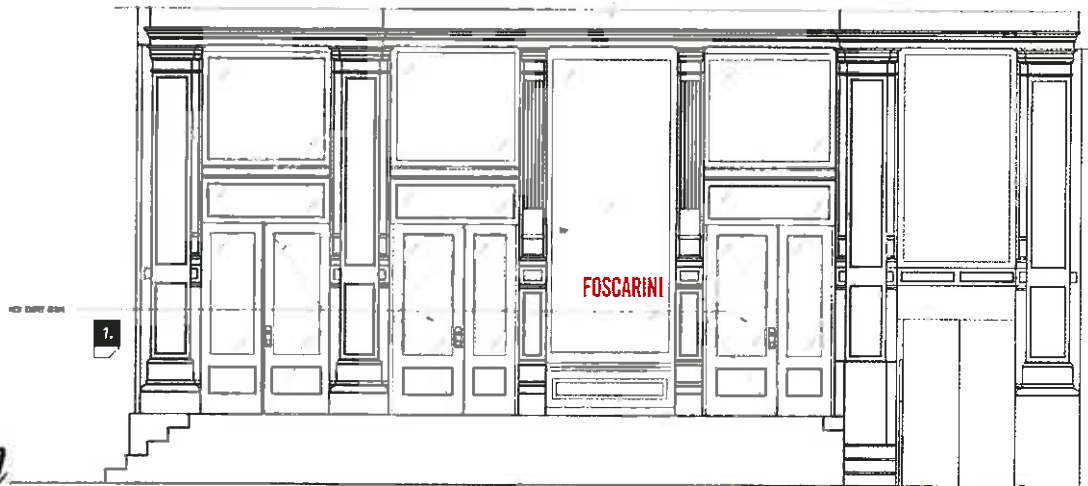
A super-penthouse on Fifth Avenue with a view of the skyscrapers of Manhattan, completely furnished by Fendi Casa, might just be the best - real and metaphorical - observation point on the complex retail network of Italian design in the USA. The "show flat" inside the Private Residences at 400 Fifth Avenue, one of the most exclusive new addresses of the Big Apple, is a sophisticated way to propose the Italian style of interior decorating. "It was very important for us to have a facility inside a building that reflected a similar design sensibility. This exceptional penthouse is the ideal place in which to display the style of the Fendi Casa brand," says Raffaella Vignatelli, President of Luxury

1. THE SHOW FLAT OF FENDI CASA, INSIDE THE PRIVATE RESIDENCES AT 400 FIFTH AVENUE IN NEW YORK: A PENTHOUSE OF 300 M², WITH INTERIOR DESIGN COORDINATED BY THE LUXURY LIVING SHOWROOM OF MIAMI.

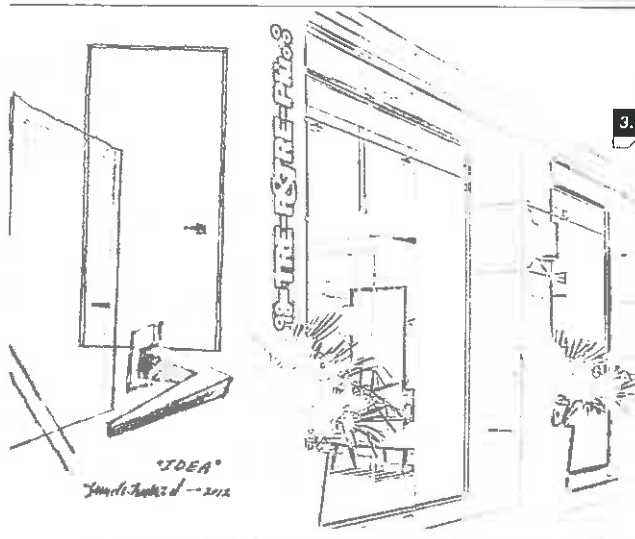
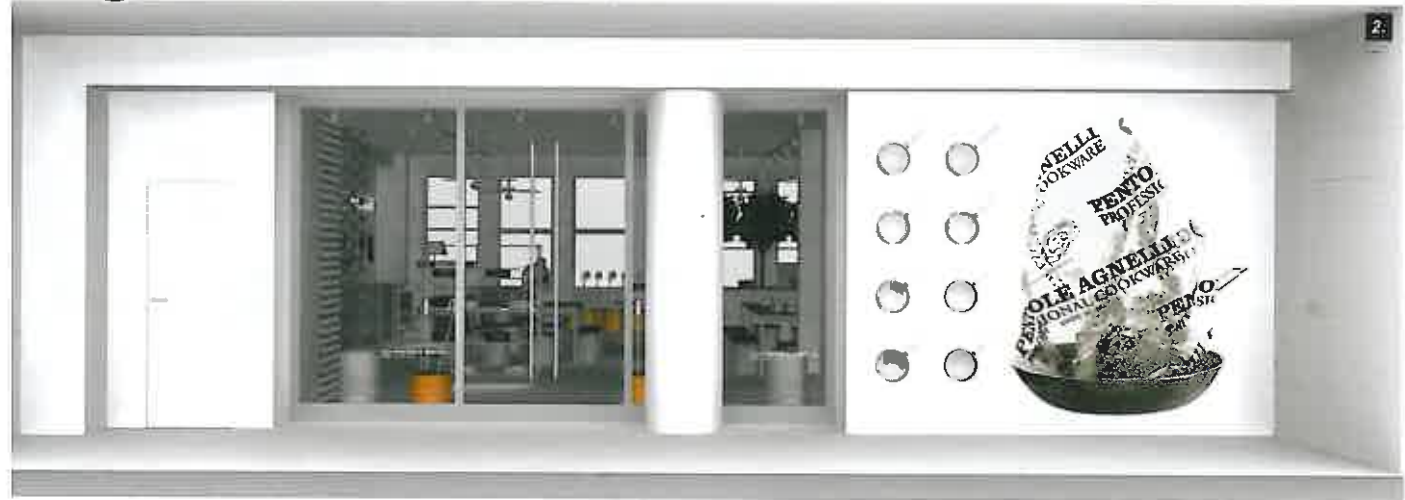
2. THE SHOWROOM OF MINOTTICUCINE, 500 M² IN AN OLD HARDWARE STORE AT 43-45 GRAND STREET IN NEW YORK.

Living USA. Club House Italia, which produces the Home Collections of Fendi and Kenzo, continues to grow on American markets (15.5% of sales), connected with the improvement of the Luxury Living retail network, which will include the opening of a new showroom on Madison Avenue in 2013. >>>





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A different type, but the same avenue, for the soon-to-open space Antonio Citterio is designing for TreP&TrePiù. Filippo Santambrogio, marketing director of the brand that produces design doors and partitions, confirms that "for Tre-Più the American market is very important. The demand for products of great quality corresponds perfectly to our models, both those designed by Antonio Citterio and those created by Daniel Libeskind. A widespread presence across the US territory allows the brand to take part in high-level projects." Another prestigious address, on 5th Avenue, not far from Eataly and the Flatiron Building, hosts the showroom Marco Merendi is designing

for Pentole Agnelli: an open space of 120 m2 for events and courses, a showcase for the cookware brand that has been around for more than a century, to demonstrate how Italian taste and design go hand in hand. SoHo, on the other hand, and more precisely Greene Street, is the area of the highest density of Italian design brands, including the recent store of Minotticucine, and the new Foscarini showroom designed by Ferruccio Laviani. Carlo Urbinati and Sandro Vecchiato, at the helm of the Venetian firm, agree: "this should not just be a place to display products, but also a space that communicates emotions and stimulates creativity, the vehicle of our personality in the USA."

FOSCARINI SPACE, DESIGNED BY FERRUCCIO LAVIANI, OPENS AT 17 GREENE

OF THE NEW STORE OF PENTOLE AGNELLI DESIGNED BY MARCO MERENDI, OPENS AT 126 5TH AVENUE.

BY ANTONIO CITTERIO. TRE-PIÙ SHOWROOM OPENS AT 126 E. NEW YORK. IN THE SKETCH, DESIGNED BY DANIEL LIBESKIND.

OF THE SHOWROOM OF PENTOLE AGNELLI, DESIGNED BY MARCO MERENDI, OPENS AT 126 E. NEW YORK.

