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THE THIRD MINOTTI BY SUKENO FLAGSHIP STORE OPENS IN TOKYO

Thanks to the long-standing and rewarding partnership between the Minotti and Sukeno families, Minotti Aoyama, the third Minotti flagship store in the city of Tokyo, was recently inaugurated. It follows the Minotti Court, opened in 2005, and the Minotti Tri-angle, launched in 2012.

The new display space is located in the upscale Aoyama district, one of the most quickly growing and chic addresses, home to many famous luxury brands. The district is also known for the stunning architectural styles of its many buildings designed by world-famous architects.

The Minotti Aoyama showroom boasts a very prominent, yet exclusive location. It occupies a total surface area of more than 450 square meters, on two levels, with floor-to-ceiling windows that give it enviable street-side exposure.

The installation project - by Minotti Studio - interprets the aesthetic concepts that convey the brand's style in a space of refined elegance, perfectly in keeping with the spirit of the place. The concept recreates the idea of a modern home. A patio bordered by a striking vertical garden forms the backdrop for the outdoor collection.

Once inside the home, visitors enter a foyer that opens onto a series of extremely eye-catching interiors. The focal point of the living room is a dramatic fireplace clad in charcoal-colored burlap with bronzed metal details. The floors are in concrete and the walls clad in wood paneling. The upper floor, instead, features wood floors and lacquered walls in a sophisticated shade of grey.

With the opening of Minotti Aoyama, the company further strengthens its leadership credentials and positions itself among the most sought-after designer brands in the highly-discriminating Japanese market.

MINOTTI TOKYO / AOYAMA BY SUKENO

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