

# Minotti



WeChat



NOVEMBER 2018

## MINOTTI ROLLS OUT ITS OFFICIAL WECHAT PROFILE

In conjunction with the **Salone del Mobile.Milano Shanghai** – November 22nd - 24th – Minotti launches its official **WeChat** profile.

Having made a name for itself as a powerful mobile communications app that combines a series of functions, from instant messaging to an actual e-commerce platform, **WeChat** helps Minotti shorten the geographic and cultural distance between Milan and the Chinese market. Through inspired images and videos, the company opens the door to a dynamic and complete narrative about its products and projects, people and materials, in order to interact with an audience of professionals and design aficionados, captivated by Made in Italy quality.

The initiative is part of a broader qualification project of the brand's digital presence in strategic markets and, especially, on social media.

The Minotti indoor, outdoor and hospitality collections come to life on **WeChat** through intuitive navigation and contemporary language, faithful to the Minotti style and perfectly attuned to the Chinese spirit.