



JULY 2019

## A NEW MINOTTI FLAGSHIP STORE BY CASA BELLA HAS OPENED IN XIAMEN

Last 28<sup>th</sup> June, Minotti has inaugurated a wide brand-new flagship store in **Xiamen**, one of the most sophisticated Southern port cities of the whole country, thanks to the strategic and new partnership with **Casa Bella**, high-end furniture retailer in China.

The store of 1.100 sqm., developed on two floors, has been designed by Minotti Studio, the creative department at Minotti Headquarters. Located in the luxurious Northwest area of the island city, the store presents itself as a flexible and dynamic space, where to find an accurate selection of settings and living solutions that precisely reflect the refined lifestyle and the elegant atmosphere that have always distinguished the brand internationally.

Designed to impress classy consumers, who are increasingly intrigued by and receptive to products featuring "Made in Italy" design and authentic quality, the store aims to offer visitors an engaging journey through the most distinguished best-and long sellers of the company.

Once inside, visitors are welcomed into a very spacious and bright environment, animated by an accurate selection of pieces from the very most recent Minotti collections, both for the living and the night areas.

The various settings, all expressing an elegant and refined look, are enhanced by a playful contrast of clear and dark shades marked by decorative elements, including Calacatta marble backgrounds alternating with dark boiserie and a liquorice-stained larch floor. Key-element of the space is a huge architectural fireplace, a recurrent distinctive symbol in the Minotti code, present in every Minotti flagship store worldwide and interpreted each time in a different way.

On 28<sup>th</sup> June, a grand opening event has celebrated the debut of the new flagship store on the Chinese market, offering a selected number of guests such as major developers in the Xiamen area, designers, architects, journalists, notable entrepreneurs and design connoisseurs, artists and important customers, the opportunity to discover the space and to meet the owner Sharron Ho and some members of the Minotti family. A special occasion to see first-hand the quality and the elegance of the collections, as well as to get closer to the protagonists of this successful Italian story.

With the opening of the Xiamen flagship store, Minotti strengthens its presence in China, where it has activated a sophisticated and ambitious strategy based only on flagship stores, and offers a new sought-after destination for professionals and customers interested in the quality and values conveyed by the Italian brand.

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#### **WATCH THE VIDEO:**

[XIAMEN OPENING EVENT](#)