



OCTOBER 2019

THE NEW MINOTTI FLAGSHIP STORE BY JACCI MAYEE HAS OPENED IN XI'AN

Last 12th October, Minotti has inaugurated a brand-new flagship store and launched the **2019 Collection** in **Xi'an**, a thriving city eagerly embracing international contemporary design and lifestyle, thanks to the strategic new partnership with high-end furniture retailer **Jacci Mayee**.

With the opening of the Xi'an flagship store, the seventh in China and the third opened in 2019 in the country, Minotti strengthens its presence in the country and offers a new sought-after destination in a market where the brand has activated since years a sophisticated and ambitious strategy based only on flagship stores.

The project of the 670 sqm. independent store, developed on two floors, has been conceived and designed by Minotti Studio, the creative department at Minotti Headquarters. Located just a stone's throw away from the Daming Palace National Heritage Park, in the luxurious Daminggong Residential District, the store presents itself as a flexible and dynamic space, where to find settings and an accurate selection of living solutions that reflect the brand's refined lifestyle and elegant atmospheres, in harmony with the spirit of the place.

Designed to appeal to both professionals and consumers who are interested in the authentic quality of Italian design, the store aims to offer visitors an engaging journey through the most recent Minotti collections, including the 2019 Collection launched at Salone del Mobile.Milano last April.

Once inside, visitors are welcomed into a spacious and bright environment, full of natural light passing through its floor-to-ceiling windows, offering panoramic views over the park. The space is characterised by two key elements – on one hand, a sweeping bronze staircase situated at the centre of the store, the focal point around which all the collections revolve; on the other hand, an architectural fireplace on the second floor, a recurrent distinctive symbol in the Minotti code, present in every Minotti flagship store in the world.

In the sign of authenticity and "Italianness", the Great Opening event saw the participation of a selected number of distinguished guests, such as developers in the area, designers, architects, journalists, entrepreneurs and important customers, who had the opportunity to discover the space and to meet members of the Minotti family and Jacci Mayee. A special occasion to experience first-hand the quality

and the elegance of the Minotti collections, as well as to get closer to the protagonists of this successful Italian story.

MINOTTI XI'AN

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WATCH THE VIDEO:

[XI'AN OPENING EVENT](#)