



SEPTEMBER 2015

NEW ADVERTISING CAMPAIGN FOR YANG AND SEYMOUR KICKS OFF

The advertising campaign for the new Yang and Seymour seating systems - designed by Rodolfo Dordoni and presented at the Salone del Mobile in Milan where it was enthusiastically welcomed by the trade and public - is set to kick off in September. The advertising campaign will appear in more than 130 international authoritative and prestigious magazines of design and architecture, current affairs, fashion and lifestyle, in keeping with the main target of the brand.

The new pictures for the advertising campaign are another step towards building brand identity, which has become more distinctive and recognizable over the years thanks to a more careful and timely communication strategy. The architectural interiors used for the new products speak a language that is in perfect harmony with the features of the new seating systems: Seymour with its soft, sinuous curves and Yang with an innovative aggregation of shapes. The pictures evoke a refined elegance and graphic interpretation of space that is expressed through a refined, essential two color combination and a very impactful range of materials. The Leslie armchairs, Elliott, Catlin and Close coffee tables from the 2015 Collection complete the interiors and are now available in Minotti authorized showrooms.