

Minotti



SETTEMBRE 2017

SOUTH AFRICA, MINOTTI CAPE TOWN BY LIMELINE FLAGSHIP STORE OPENS

The recent opening of the Minotti Cape Town flagship store is the outcome of a longstanding and mutually advantageous partnership between Minotti and Limeline.

The spectacular showroom is located in the prestigious V&A Waterfront district, the most rapidly-expanding area of the South African city where economic and financial growth are rampant. The showroom is in the recently-constructed Waterway House, a prime location right on the canal and in close proximity to the city's harbor.

The interior design installation by Minotti Studio is a meticulous and precise reflection of the sophisticated lifestyle and elegant atmosphere that have always set the brand apart and that the company recreates in all of its flagship stores around the world. The products most representative of the Minotti collection are placed in a stunning architectural setting, where everything works together to recreate a brand experience as satisfying as it is complete.

Visitors find themselves in a very spacious interior, featuring two living areas in which some of the company's best-sellers are showcased. These include the Freeman seating system – paired with Creed, Jacob and Ritter coffee tables – and the Hamilton sofa, flanked by the Aston sofa and little armchairs. The sleep zone occupies a more intimate and cozy area near the back of the store where the Andersen bed plays a starring role.

With the opening of the Minotti Cape Town showroom, the company strengthens its leadership position in a rapidly-expanding market that has consistently admired the timeless style and inherent quality of Minotti products.

MINOTTI CAPE TOWN BY LIMELINE

Waterway House North
North, 3 Dock Road - V&A Waterfront
Cape Town