



OCTOBER 2017

MINOTTI CHENGDU OPENING PARTY, OCTOBER 14TH

The launch party for the new Minotti Chengdu flagship store, located in this rapidly-growing city in southwest China, has been a huge success.

Customers, architects and interior decorators, journalists and brand fans enthusiastically participated at the event on Saturday, October 14th.

The evening opened with a welcome speech followed by a lively debate on the value of Italian design and the success of Minotti products in China. An interesting opportunity for a selected group of designers and journalists to engage in a conversation with Alessandro Minotti and Paolo Nardini, General Sales Manager.

Unanimous appreciation for the sophisticated staging of the exhibit space - that develops on a surface of more than 400 square meters - in a building in the upscale financial district, near the city center.

The building's modern, sophisticated architecture provides a stunning background for a broad selection of the company's best- and long-selling products.

Skillful interpretations of the materials and color schemes, clearly distinctive of the brand and authentic expression of the lifestyle and traditions of Chengdu, went into the staging of the store, curated by Minotti Studio in partnership with LHC. The refined taste expressed by the space is perfectly in tune with the spirit of the location and true to the Minotti style.

With the opening of Minotti Chengdu - the third flagship store in China, after Beijing and Shanghai, in addition to the store in Hong Kong - the company further strengthens its presence in a rapidly-expanding market, one where the culture of Italian design is rapidly gaining a foothold and where, consequently, the quality and prestige of Minotti products are increasingly appreciated.