

Minotti



JULY 2019

TOKYO, OPENING OF THE FIRST "MINOTTI BOUTIQUE"

Sukeno, exclusive partner of Minotti in Japan, opened the first "**Minotti Boutique**" last April on the fifth floor of **Isetan Shinjyuku**, the most prestigious and fashionable department store in Tokyo.

The display area, covering 70 sqm., was entirely designed by Minotti Studio, the in-house creative department based in the brand headquarters, and aimed to offer all the customers of the renowned store an engaging brand experience. Distinctive decorative elements by Minotti, such as shiny lacquered walls and details with bronze finish, bring character and modernity to the space, which hosts a carefully picked selection of the brand's most recent collections. One of the most notable corners features a large composition of the Alexander seating system, several seats from the Tape Collection and the Prince Cord Indoor armchair, all matched with a wide range of different small pieces of furniture and furnishing accessories.

A new showcase that offers a 360-degree vision of the brand, reaching out to a varied, wide-ranging public, and providing an accurate expression of the timeless style and quality for which Minotti is known.