

# Minotti



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## THE NEW MINOTTI FLAGSHIP STORE BY FASHION BOND OPENS IN TAIZHOU

**Minotti** opens a **new flagship store** in **Taizhou** - one of the country's most thriving industrial centres, known as the cradle of the Chinese private economy - thanks to the strategic partnership with renowned high-end furniture retailer **Fashion Bond**.

Located in the exclusive Taizhou Central Business District, in close proximity to the city centre, this fascinating flagship store features an imposing classical-style facade, high ceilings and large windows, which let in plenty of natural light and offer unbeatable views over a manicured residential garden in the area behind the building.

The project, designed by **Minotti Studio**, the creative department within Minotti HQ, emphasises the store's scale and brings an understated monumental quality to the space, creating a measured, graphic effect, where the clever use of solids and voids, light and shadow gives a dynamic, well-balanced rhythm to the range of settings. Bringing warmth to this rigour are the contrasting textures and colours of the chosen finishes, where juxtapositions of black and white, gloss and matte, smooth and porous offer an authentic, refreshing brand experience, which engages the sophisticated local clientèle both visually and through touch.

Among its most distinctive architectural features are a dramatic marble fireplace standing opposite the entrance, and tall circular columns in white plaster distributed throughout the space. Liquorice-stained larchwood flooring, wall panelling in the same material alternating with walls gloss-painted in "Warm Grey", ceilings in white plaster, and reflective surfaces which amplify and brighten the space, make for a refined atmosphere with a distinctly contemporary feel, reflecting the quality and elegant lifestyle which have always been the international hallmark of Minotti.

Animating the display spaces, in a fluid sequence of highly appealing living, conversation, dining and night areas, is a mix of best-sellers, representative pieces from recent collections, and furniture from the **2020 Collection**, including the **Connery** seating system by Rodolfo Dordoni, **Daiki** armchairs and the **Boteco** coffee table, both designed by Marcio Kogan / studio mk27.

By opening the flagship store in Taizhou, the eighth in China, Minotti strengthens its presence in the country and offers a new destination in a market where the brand's sophisticated and ambitious distribution strategy is based entirely on flagship stores.

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