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EDITORIAL

It's Time to "Put Your Face Out There"

Putting your face out there isn't a new recipe for those who successfully run their stores by personally engaging with authority, expertise, and providing all the reassurance needed to retain existing customers and attract new ones.

What I mean now is becoming the literal face of your store by showing up on social media — a platform with seemingly endless potential to gain new customers. Speaking directly and making your face familiar through short daily videos is undoubtedly a winning formula for significant promotional returns. Studies show this approach goes beyond simply presenting a product or service; it creates an emotional, reassuring connection that builds trust and credibility.

Credibility comes from deep knowledge and ease of communication. Exploring the social media world reveals that perfection in speech, an extensive vocabulary, or polished diction aren't necessary. Spontaneity is another key ingredient that can lead to success because potential customers come to the store to meet the person they've come to know, chat a little, and then shop. Moreover, when customers feel connected and satisfied, they love to share these experiences with friends and family, generating positive word-of-mouth. Many of you are already doing this alongside a rich mix of strategies to stand out and manage your store effectively. For others, once the initial hesitation is overcome, it can be a very promising path to follow.

As always, this issue offers plenty of news and ideas to present customers with unique and desirable objects, ranging from an endless variety of decorative and table glassware — often crafted by precious artisans like those at Vetreria Venier in Venice — to insights on special wine glasses, defined as "tools for wine," in the interview with Maximilian Riedel. Incidentally, his face, to circle back to what we were saying, has become a brand symbol with over half a million followers thanks to his consistent and engaging presence on social media.

Nicla de Carolis

SEGUICI ANCHE SU





IVV's new collections celebrate conviviality and Tuscan craftsmanship with transparent glass and sophisticated details. Unique objects that interpret contemporary style and invite you to slow down and experience the table with elegance

The art of table setting

REINVENTS ITSELF: IVV's new transparencies for contemporary lifestyle

Setting the table is a gesture that renews itself every day and transforms a simple convivial moment into an authentic and engaging experience. IVV, a historic Tuscan glassworks founded in 1952, presents new collections that unite the strength of artisanal tradition with refined and contemporary design, unique pieces that tell stories and invite us to rediscover the beauty and elegance of the art of table setting.

The new Sangiovese and Lady stemware embody a perfect balance between aesthetics and practicality: their visual lightness is accompanied by surprising resistance, making them ideal allies for versatile and sophisticated table set-

tings, capable of interpreting different styles and enhancing the tasting of the finest wines.

The glassware collections, including Gemme which also features IVV's first table lamp, with their colors represent the desire to continue in the tradition's footsteps – the use of color in glasses has always been a symbol of IVV's production – while combining research and originality in the choice of materials and design, also expanding the concept of décor.

Glass, an eternal and completely recyclable material, takes center stage with its luminous transparency and ability to reflect light, adapting naturally to both classic and contemporary contexts. The historic collections, such as Folies,

Noël, Bisanzio and Sahara, are renewed with new forms and decorations, able to respond to the demands of an increasingly discerning public seeking quality and distinctive details. Each element is born to accompany the most significant moments of the day, from the first morning coffee to leisurely weekend breakfasts, from informal aperitifs to festive dinners, creating unique and refined atmospheres on every occasion. In this creative journey, IVV demonstrates how artisanal tradition can merge with the most advanced stylistic research, keeping alive the quality and uniqueness of blown and hand-crafted glass. And with the arrival of the most magical time of year, IVV lights up the atmosphere with

Lirica, a collection of silver glass objects and a line of light and luminous Christmas glass decorations, perfect for embellishing the home and creating table settings with unique and sophisticated taste. IVV glass, in all its variations, interprets moments and atmospheres, becoming the central element of a story that starts from the table and extends to the entire surrounding environment: a glass that captures light and reflects the warmth of hospitality, a plate that welcomes flavors and enhances them, a centerpiece that enriches the scene with elegance and discretion.

IVV's choice is a silent but powerful manifesto: a call to sustainability, respect for materials and the ability to create objects destined to last, bearers of stories that renew themselves with each use. In an era where speed seems to dominate every daily gesture, IVV invites us to slow down and rediscover the value of time and care: setting the table with attention, selecting objects that can evoke emotions and offer customers experiences that go beyond simple practical function.

The company's production philosophy is rooted in artisanal know-how and the constant search for new stylistic inspirations. Each collection is the fruit of a journey that fuses tradition and innovation, but always with the awareness that true



elegance is born from the simplest gestures and from details capable of transforming an environment. For specialized shops in the art de la table, IVV creations represent a precious opportunity to propose collections that do not merely complete a table, but make it alive, unique and capable of reflecting the personality and style of those who live it.

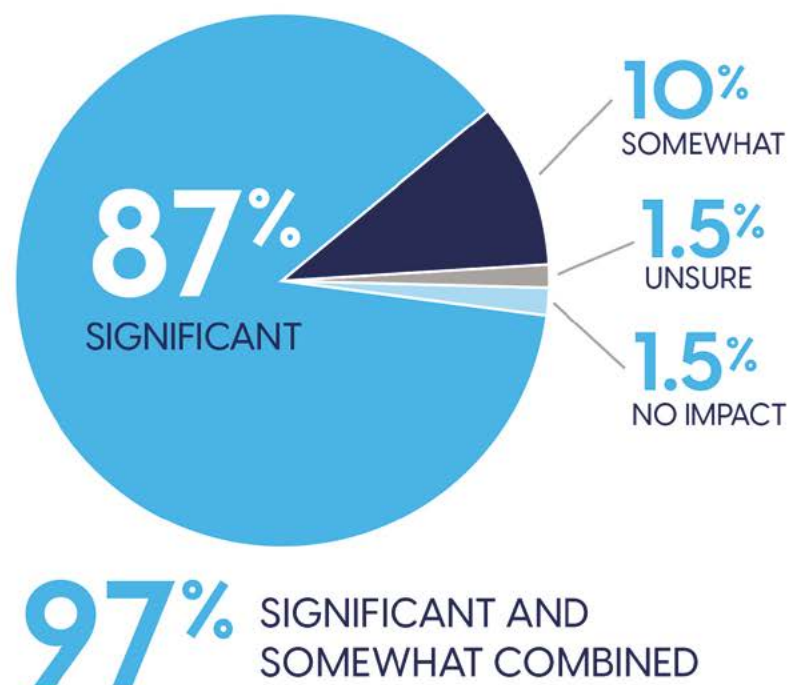
IVV continues to be a reference point in the world of blown and hand-crafted glass, carrying forward a legacy that speaks of timeless elegance, respect for materials and attention to the quality of each individual object. Every glass, plate or accessory becomes an invitation to celebrate conviviality with lightness and authenticity, offering end customers and industry professionals an experience that goes beyond pure functionality, embracing a more conscious, harmonious and refined way of living.

www.ivv1952.it

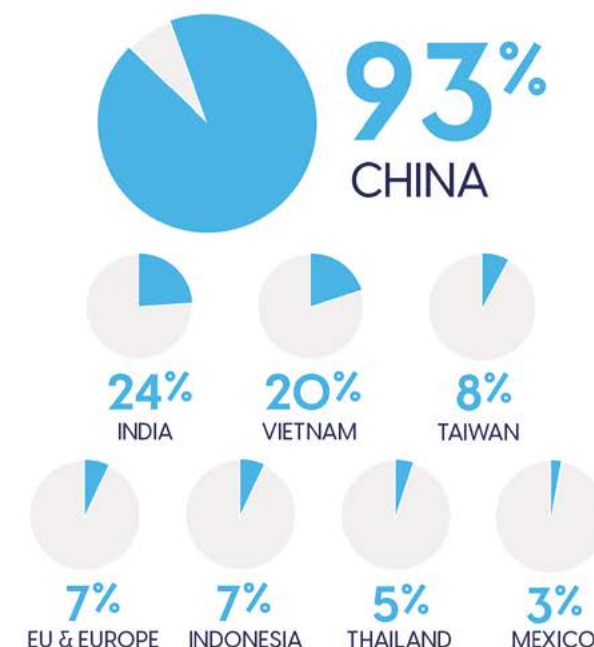
IHA: new supply chain routes FOR THE HOME SECTOR

by Giulia Arrigoni

IMPACT OF TARIFFS ON COMPANIES



TOP COUNTRIES COMPANIES IMPORT FROM (COULD LIST 3)



As usual, the US housewares association has begun publishing the results of surveys and research conducted among its members

The annual IHA (International Housewares Association) report is structured in three parts: the Market Scope section, with sales data by category and channel (already released); the Market Outlook section with forecasts and consumer purchase intentions for 2025 (arriving in June); and finally, the Market Watch section that analyzes emerging values and lifestyles, published in July.

The first publication reveals that the US housewares and home goods sector continues to be under pressure due to customs tariffs. Those with China (initially at a 145% rate) have severely tested the sector; now there is talk of 55% but the actual agreement is expected in the first part of August.

Market scope: what the market "says"

According to the IHA survey, regarding tariffs, 87% of associated companies have suffered a significant impact, forcing many businesses to revise sourcing strategies, pricing, and human resource management.

Among the actions taken, 90% have delayed or cancelled shipments; 72% have absorbed cost increases; 62% have increased retail prices; 27% have reduced staff, 47% have moved production abroad and only 8% have brought it back to the USA. IHA President Derek Miller emphasized that, despite a recent temporary suspension of tariffs, companies continue to operate in a context of strong uncertainty and instability.

New global production balances

The survey reveals that the vast majority of associated companies continue to produce in China (93%), followed by India (24%), Vietnam (20%) and other Asian countries. However, many are evaluating alternatives to diversify sourcing, with 60% expecting future production shifts to third countries. In this regard, IHA organized a commercial mission to Vietnam in June with visits to selected factories and meetings with potential suppliers. The initiative follows similar trips to Vietnam in 2023 and 2024, and anticipates a mission to India planned for October.

Numerous association members have highlighted the difficulty of finding alternative production solutions that match the quality/price ratio offered by China. Some, despite the initial intention to produce in the USA, have had to resort to foreign suppliers for economic and quality reasons. Others report the impossibility of planning costs without defined trade agreements and fear having to reduce employment due to rising costs.

Growing sales in 2024 according to the new IHA report

Despite the difficulties, the sector recorded 1.2% growth in retail sales of housewares and small appliances in 2024, according to the first part of the "State of the Industry 2025" report published by IHA in collaboration with Circana.

The main factors that drove growth were increased home consumption and entertainment (in simple terms, people spend more time at home); the replacement market, the introduction of new products to the market, and climate changes that stimulate demand for home comfort items.

In detail, electrical kitchen products grew by 0.5%. Espresso machines, ice cream/yogurt makers, slow cookers and rice cookers recorded some of the highest growth.

In the home goods category, growth was driven by portable beverage glasses, traditional food storage, kitchen thermometers, non-electric food processors and kitchen spoons.

The top five distribution channels for home goods sales are: e-commerce (43%), department stores (24%), off-price stores* (10%), warehouse clubs** (5%) and home goods stores (4%).

The five main channels for small appliances are: e-commerce (50%), mass retail (24%), warehouse clubs (8%), home improvement stores (7%) and electronics stores (3%). Overall, 42% of housewares and small appliances spending occurred in-store, while 58% of sales occurred online. □

**Off-price stores are retail outlets that offer brand-name products at discounted prices, usually 20% to 70% less than traditional list prices.*

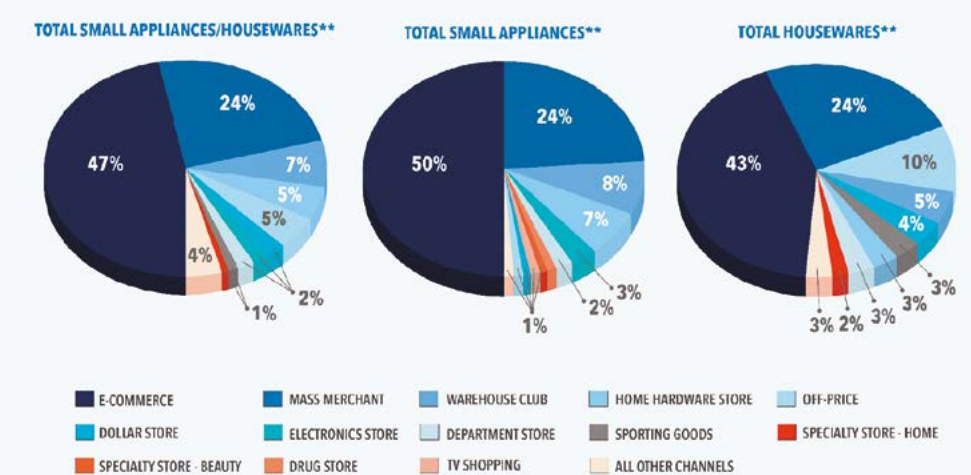
***These are retail outlets with spartan layouts that work with large volumes and low prices, accessible only through membership.*

E-Commerce, Mass Merchants Lead the Way

Channel profiles for housewares and small appliances are similar at the top, led by E-Commerce and Mass Merchants, but after that, the profile changes, Circana's Derochowski said.

Housewares has Off-Price and Dollar Stores among the top five channels based on dollar share, while for Small Appliances, these channels are on the fringe of the top 10. Small Appliances have Home Hardware Stores and Electronic Stores among the top five channels. As such, Derochowski said this data raises the consideration that Home Hardware and Electronic stores could present a growth opportunity for housewares, while Off-Price and Dollar Stores could present a greater opportunity for Small Appliances. Rounding out the top five channels are Warehouse Clubs, which are number three for Small Appliances and number four for Housewares.

2024 Retail Housewares Sales by Channel



Source: Circana/Retail Tracking/12 months ending December 2024 vs. prior year.
*Scroll to bottom of report to view lists of specific product types tracked within the Small Appliances and Housewares segments.

Readings

HOME - DESIGN - LIFESTYLE
by Fabio Destefani



Storie di donne al Bauhaus

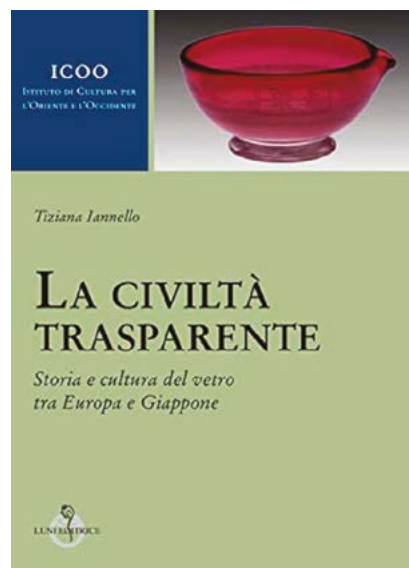
Anna A. Lombardi
FrancoAngeli

In approximately fifteen years of activity (1919-1935), the Hochschule für Gestaltung, better known as Bauhaus, hosted nearly fifteen hundred students, of whom about one third were women. Some were already professionals when they enrolled, many completed their studies and established themselves in the working world, others disappeared from the artistic circuit to return to the sphere of private life, still others were meteors who attended for a short time and about whom it is still difficult to find information. This work, written by Anna A. Lombardi, founder in 2016 of the Design Museum of Friuli Venezia Giulia, tells their stories, with a premise that also speaks of women who ventured into the field of design from the Renaissance to the times of that mythical school, mother of all others where design was subsequently taught. Women who, often against all odds, managed to realize their dreams of art, architecture and design.

La civiltà trasparente Storia e cultura del vetro tra Europa e Giappone

Tiziana Iannello
Luni Editrice

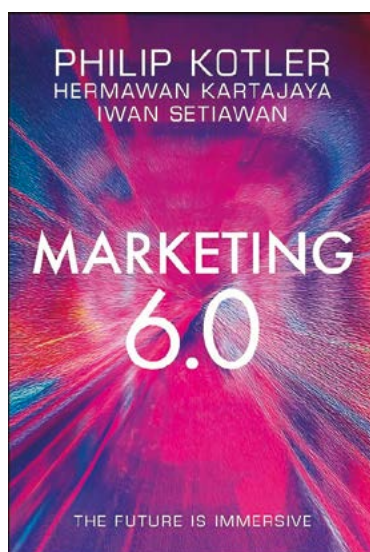
Glass is an apparently invisible universe that has represented an important milestone in the evolution of our civilization, so much so that its history is a singular interweaving of commerce, art, technology, material culture and society. As the author of this volume explains, since ancient times its spread along the Silk Road has made an important contribution to artistic, technological and cultural cross-contamination between West and East, fostering mutual discovery of little-known aspects of artifacts, customs, scientific and technical culture of those peoples involved in an extraordinary global exchange ante litteram.



Marketing 6-0 Il futuro è immersivo

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan
Hoeppli

To explain how marketing is evolving towards increasingly immersive experiences, the authors of this book illustrate the concept of metamarketing, a new form of marketing in which professionals go beyond simply merging traditional and digital marketing techniques, to offer true physical and digital convergence in an interactive and immersive experience. The volume offers a way to integrate the evolution of technology and business models with the major changes in consumer behaviors of the last decade, illustrating the technologies and platforms that generations Z and Alpha use every day. A useful tool for learning to leverage the metaverse and extended reality, avoiding the most common mistakes encountered by marketers operating in this interactive and immersive environment.



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IHGF Delhi Fair – Autumn 2025: the 60th edition of the world's largest handicrafts fair

From October 13 to 17, 2025, the India Expo Centre & Mart in Greater Noida will host the 60th edition of IHGF Delhi Fair – Autumn, organized by the Export Promotion Council for Handicrafts (EPCH). Recognized as the world's largest fair dedicated to handicrafts, IHGF will bring together over 3,000 exhibitors from across India, ready to present new products in the home, furnishing, fashion, textile, gift, childcare and lifestyle accessories sectors. The autumn 2025 edition promises an immersive experience with thematic displays, live craft demonstrations, fashion shows, training sessions and networking spaces. Special attention will be given to sustainability, manual craftsmanship and artisan creativity. The event will welcome visitors from over 100 countries, offering a strategic platform for international sourcing, trend discovery and global collaboration under the banner of Indian design. Registration open at www.ihgf-delhifair.in/register.



MILANO HOME 2026: INDEPENDENT RETAIL TAKES CENTER STAGE IN THE NEW INTERNATIONAL FORMAT



From January 22 to 25, 2026, Milano Home returns, the trade fair dedicated to the world of home, organized by Fiera Milano in collaboration with GE.FI. In its third edition, the event grows by 25% in participation compared to the previous year and renews itself with a promotional tour in Europe that will touch cities such as Ljubljana, Brussels, Vienna, Lisbon, Barcelona and Bordeaux. The focal point of the event is independent retail, enhanced through the new "Retail Manifesto" and direct dialogue with buyers, media and professionals. Among the confirmed formats: The Green Circle, Manifatture in Scena and Nove Botteghe, alongside Brand Power and new areas dedicated to food, BBQ and pet design. The trade fair layout will be structured across four thematic pavilions – Vibes, Mood, Elements and Taste – with inspirational pathways and experiential spaces. Milano Home thus consolidates itself as a reference platform for home, craftsmanship and design, attentive to new trends and the concrete needs of retail outlets.



Interior Lifestyle China 2025: from trade fair to integrated marketing ecosystem

Interior Lifestyle China 2025 will be held from September 12 to 14 at Shanghai Exhibition Centre with a revolutionary strategy under the claim "Lifestyle Alive". The event evolves from a simple trade fair to a marketing platform active 365 days a year, integrating side events, pop-up stores and cross-sector collaborations. Key innovations include strategic synergies with Notes Shanghai and Showroom Shanghai which have already involved brands such as Maison Tchin Tchin, Ferm Living and Vista Alegre, reaching over 5,000 premium buyers. The initiative includes temporary stores in Chengdu to directly test the emerging market and an exclusive partnership with RedNote, China's leading social commerce platform, for live streaming and influencer marketing. Organized by Messe Frankfurt, the fair aims to become a dynamic ecosystem where design, storytelling, distribution and digitalization converge to create new business opportunities in the Chinese lifestyle market.



INTERTEXTILE SHANGHAI HOME TEXTILES 2025: THE LEADING PLATFORM FOR HOME TEXTILES IN ASIA

From August 20 to 22, 2025, Shanghai hosts the autumn edition of Intertextile Home Textiles, the leading international trade fair for home textiles and accessories in Asia. The event, part of Messe Frankfurt's Texpertise network, represents the leading platform for commercial connections in the sector. The fair covers all product categories: from new carpet and fiber zones to traditional sectors of bed linen, curtain fabrics and furnishing, with particular focus on sustainability as a key market trend. The 2024 edition recorded strong international participation, with visitors from India, Korea, Taiwan, Hong Kong for Asia, and from Turkey, USA, Poland for Europe and the Americas. The most sought-after categories: bed linen (41%), curtain fabrics (31.7%) and upholstery (20%). The event facilitates networking through 17 buyer delegations from 16 countries, including manufacturers, designers and retailers from global strategic markets. The platform welcomes suppliers of all sizes, supported by Messe Frankfurt's international network with over 50 textile fairs worldwide.

Gallo & Augustus Hotel Resort: A stylish partnership for summer 2025 in Forte dei Marmi

Giuseppe Colombo of Gallo and architect Vittorio Maschietto of Augustus Hotel & Resort have signed a collaboration that combines textile tradition with luxury hospitality for the 2025 summer season in Forte dei Marmi. The Augustus pool area is being refreshed with rope-colored cushions and umbrellas enhanced by Gallo's iconic asymmetrical stripes in green and blue tones. The project also involves the bar area with coordinated decorations and terry towels in the same colors.

The initiative stems from the friendship between the two entrepreneurs, united by an aesthetic vision that celebrates elegance in simplicity. "I have a deep connection with this place, it's my favorite destination," declares Colombo, while Giacomo Maschietto highlights how the collaboration represents "a refined path of identity."

The partnership celebrates Italian excellence by uniting Gallo's tradition, established in 1927, with Augustus, an icon of Versilia since 1953, in a tribute to the timeless spirit of Forte dei Marmi.



Microplane launches the Professional Pizza Cutter: surgical precision for perfect slices

Microplane introduces the new Professional Pizza Cutter, a professional-grade tool designed to guarantee perfect cuts on pizza, focaccia, quiche, and savory tarts. The pizza cutter stands out for its ultra-sharp double-sided circular stainless steel blade, capable of cutting through any ingredient without tearing, preserving aromas and organoleptic properties. The balanced design concentrates weight in the front section to facilitate gliding through any crust without excessive pressure. The ergonomic non-slip grip, identical to that of the celebrated Zester grater, adapts to both right and left-handed users, ensuring safety and precision. A protective guard between the handle and blade prevents injuries when using with hot pizzas. The product includes a multifunctional protective cover with teeth for piercing pastry dough, transforming into an ally for impeccable baking. The utensil can be stored in a drawer or hung thanks to the integrated eyelet and is dishwasher safe. Microplane, the world leader in high-end graters with pioneering chemical photo-etching process, confirms its presence in the kitchens of the world's most important restaurants with this new tool featuring professional performance and contemporary design.



Swarovski Café Cracco: the elegance of crystal meets La Dolce Vita in Portofino



Throughout summer 2025, Swarovski Café arrives at Ristorante Cracco in Portofino, creating an exclusive experience that combines the culinary artistry of Michelin-starred chef Carlo Cracco with the wonder-filled universe of the renowned Austrian crystal brand. The "Riviera Radiosa" initiative transforms the restaurant's terrace into a breathtaking location where exuberant joy meets Italian Dolce Vita. Guests will be able to immerse themselves in the unique atmosphere of the stunning Ligurian Riviera, savoring Cracco-signed delicacies in a setting that celebrates excellence and luxury. The project includes a special collaboration with Rosenthal: a selection of dishes created by the chef is served on refined porcelain from the Swarovski x Rosenthal collection. Each creation, designed by Global Creative Director Giovanna Engelbert, combines Swarovski's aesthetic codes with delicate pastel tones, enhanced by German artisanal excellence. The terrace takeover represents a complete sensory experience where signature gastronomy and design merge in a tribute to Italian beauty. The initiative confirms Swarovski's strategy of creating exclusive lifestyle moments that celebrate the art of fine living.



Zwilling Spectrum The green revolution of German cutlery

Zwilling is raising the stakes in the professional cutlery market with Spectrum, a collection that promises to change the rules of the game. Not just sharp blades and appealing design: the real game-changer is the German brand's environmental commitment, which has reduced the carbon footprint of the steel used by 50%. Sigmaforge® technology meets Friodur® cryogenic treatment to guarantee Michelin-starred chef performance, while the non-slip Micarta handle with "fabric" finish meets the most demanding ergonomic requirements. Every detail has been studied with industry professionals, from the curved bolster that facilitates the "pincer" grip to the laser-welded metal end cap. Nine different types of knives make up the range, from the classic chef's knife to the carving knife, also available in an elegant 6-piece block set. A strategic move to win over both cooking enthusiasts and professionals who are most mindful of environmental impact.



Trending GLASSWARE bets on enhancement

by Patrizia Pagani

Whether ultra-specialized or multipurpose, inherently sustainable across the board, glasses and stemware today express an added value directly proportional to their ability to enhance the wines, spirits, cocktails, or simple beverages they are designed to contain. Materials, quality, shapes, and craftsmanship are therefore expressly studied to ensure optimal sensory performance at the moment of use



Grape Series Stemglass – Riedel

Riding the wave of wine tasting success – increasingly popular both as public events and private experiences – and the widespread passion for "mixology," the art of creating cocktails, the diverse category encompassing glasses and stemware is currently experiencing surprising dynamism. On one hand, because more and more people are interested in approaching or better understanding the world of wines, their origins, different production techniques and, consequently, in savoring their tastes and aromas with the most appropriate methods and tools from both functional and aesthetic perspectives. On the other hand, the different types of latest-generation glass are "right" because they are sustainable: the market's growing attention to the 2030 Agenda objectives has pushed the industry to favor ecological materials, recycled or easily recyclable ones, while also focusing on reducing packaging and containing energy consumption in processing. These efforts pursue the intent of containing the environmental impact of products and, at the same time, hit the mark with target groups most sensitive to sustainability values. A further aspect to consider is the product's notable vocation for conveying messages to reference targets: the "cool" glass, in fact, excels in various multimedia communication activities – from social media to traditional press – with which it's possible to engage consumers, not necessarily super experts, especially if they avail themselves of evocative testimonial support, attractive events, and targeted storytelling.

Rewarding the expertise-engagement mix

From a strictly commercial perspective, Riedel stands out for an approach strongly oriented toward functionality and technical quality, rather than pure design. "We produce crystal and machine-blown glass, with different technologies, including ultra-light glasses designed to guarantee the best sensory performance," explains Stefano Canello, Vice President of Sales and Marketing for Southeast European markets. "We have invested heavily in developing these products, maintaining our Grape Varietal Specific philosophy, with increasingly precise shapes to enhance each individual grape variety. In the



Cobra Magnum Decanter
by Riedel



Stefano Canello, Vice President of Sales
and Marketing for the Southeast
European Markets at Riedel

mixology world, we collaborate with American bartender Zane Harris, with whom we developed the Drink Specific Glassware collection, which focuses on presentation and the role of ice in cocktails, but not only: capacities and dimensions are key elements for fast and impactful cocktail service in all its interpretations. Furthermore, we have introduced the use of color, both to follow emerging trends and to propose original solutions capable of anticipating the market."

In 2025, the company focused on expanding its artisanal production, introducing new handmade items in its Kufstein factory in Tyrol. Also noteworthy is the perfection of some decanters combining mechanical production and manual processing (Cobra Magnum, now available with

optical effect, colored and signed by Maximilian Riedel). Another innovation concerns the extension of the entry-level Grape@Riedel line with Chardonnay, Champagne and Martini Cup glasses, thus responding to the growing demand for increasingly targeted and resistant products for daily use.

In glassware, marketing plays an extremely relevant role in engaging target groups. On this front, Riedel operates with an integrated communication plan across different channels: social media (Instagram, Facebook, LinkedIn, YouTube), website and trade press. "Social content is designed to engage and make things easily understandable, in contrast to the more technical approach of the website," Canello specifies. "And here a fundamental asset is our

CEO Maximilian Riedel, eleventh generation of the family, who with his almost 600,000 followers represents a key figure in promoting the brand in a direct and authentic way."

Style blends with performance

The IVV brand stands out thanks to iconic blown glass and pressed glass products for the table and home décor that have often been able to anticipate trends and fashions. "Our brand has always carried with it originality and uniqueness, combining the skills of our internal design structure with collaborations with internationally renowned designers," declares Andrea Toscani, IVV Marketing Manager. "Regarding the performance of stemware and glasses, it must be premised that, generally speaking, the container must be able to enhance the content by allowing it to express its characteristics to the fullest, and in this, both materials and shapes come into play. As for the former, we have been glass producers for over 70 years and always seek the highest quality raw materials. Regarding shapes, instead, we aim to make original design proposals coexist with specific technical

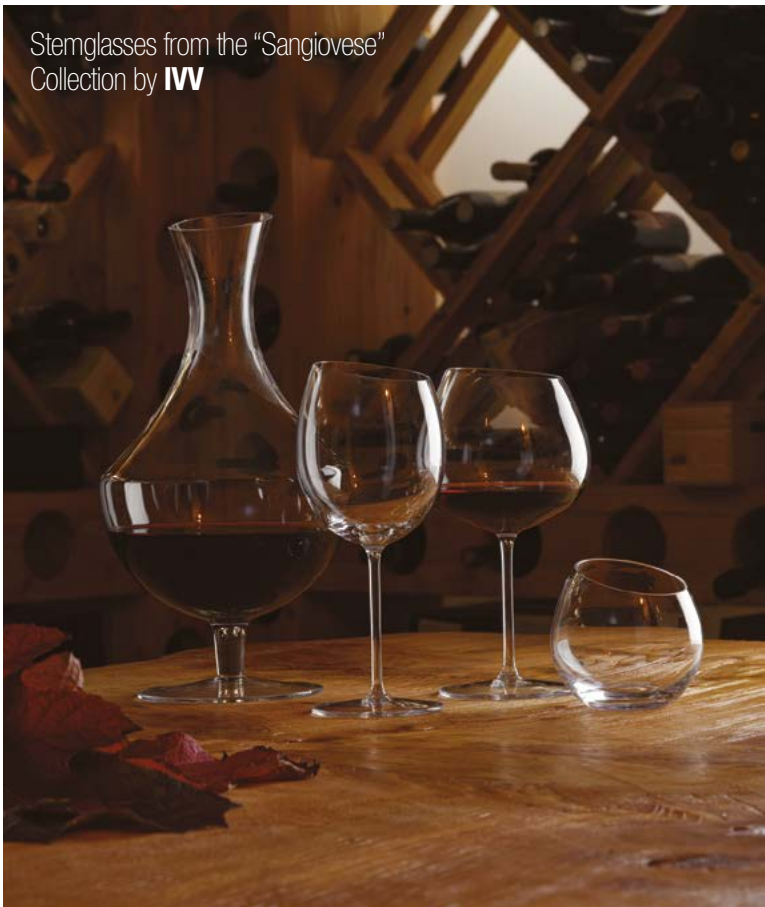


Andrea Toscani, Marketing Manager at IVV

requirements for different types of beverages, particularly for those that – during tasting – involve the sense of smell, such as wines and spirits: in this case, in fact, it is very important that the shape of the glass allows fragrances and aromas to be released optimally, distributing them in a way that enables the best possible experience. For example, the glasses in the Sangiovese collection fully manifest this concept, bringing wine tasting to a superior level precisely thanks

to their particular design. In the collections dedicated to cocktails and spirits – namely Drinkong and I Distillati – the shapes of the different glasses allow you to enjoy a special experience during aperitifs or after dinner."

Among the latest innovations presented by IVV, which will be available from September 2025, decorative objects and accessories for festive tables stand out, alongside new lines of glasses, extensions of some successful lines and some new vases. "Each collection is conceived to inspire, decorate and celebrate, offering versatile and refined solutions for the perfect gift or a memorable setting," emphasizes Toscani. Communication activities are fundamental for speaking to the final consumer, without however neglecting retailers, who represent a very important medium for bringing products to market. For IVV, communication must necessarily develop through multiple different channels: with this in mind, it diversifies its investments between web, social networks, trade magazines, fairs and events, in order to effectively combine traditional activities, more contemporary means and messages, and product usage experiences.



Joy Collection by Pasabahce

Stem Zero Collection of Wine Glasses by Nude Glass

First: highlighting product qualities

The Pasabahce brand signs a range of soda glass articles aimed at enhancing the homes of consumers who, unfortunately, in this historical phase often reveal themselves to be confused by the abundance of supply present in the market, frequently very standardized. For the average purchasing manager, in fact, it is not always easy to recognize the quality content of stemware and glasses. "To overcome this difficulty, for the Pasabahce brand we have introduced a very explicit payoff – 'live beautiful' – capable of immediately positioning it as a promoter of beauty," reports Massimo Leonardi, CEO of Pasabahce Srl. "Glass is a luminous and attractive material, capable of making the home shine, which remains the harmonious hearth where people and families share important moments. Not coincidentally, finally even the luxury world has contributed with us to revalorize the material with classic and timeless forms."

Alongside quality requirements, it is undoubtedly the performance at the moment of use that makes the difference. "Our portfolio includes many lines dedicated to enhancing alcoholic and non-alcoholic beverages," continues Leonardi. "Regarding wines, the Pasabahce proposal is very broad, with shapes expressly studied for their tasting. Furthermore, we are proud to have become partners for Michelin Guide ceremonies in Italy and France with NUDE Glass, premium brand of the Sisecam Group, which marks a premium range of crystalline glass articles (with the Stem Zero glass collection as the crown jewel). Regarding the cocktail world, the Timeless and Elysia series have now entered the



homes of many Italians, as well as other convivial extra-domestic contexts, such as aperitifs, parties, lunches and dinners out." The latest arrival, in order of presentation, is the Joy collection, 15 references dedicated to tasting and characterized by an art-nouveau design that are already enjoying good commercial success.

Massimo Leonardi, CEO of Pasabahce



Knowing how to monitor emerging trends

All RCR Cristalleria Italiana lines are, instead, made entirely in Luxion®, the patented superior ultraclear resonant glass whose extraordinary transparency captures and amplifies the beauty of light. "Anyone who chooses our glasses can express a recognizable and unique style," says Roberto Pierucci, CEO of the company. "People at home can enjoy moments of joy in company with products that combine high quality, design and performance, all Made in Italy." And it's not just about the aesthetics-functionality pairing: the material is also highly resistant, dishwasher safe and 100% recyclable. "It's like the best friend: transparent, versatile, permanent," continues Pierucci. "Glass never lies, it adapts to every situation and always remains true to itself. The best part? Its immortality."

The Tuscan producer – always a reference in the worlds of tableware, mixology, tasting and home décor – continues to show high receptivity toward contemporary lifestyles, such as conscious drinking: today RCR supports this evolution with the Mixology ZERO project, an offering dedicated to those who, by choice or culture, prefer "No/Lo" (No Alcohol, Low Alcohol) consumption experiences. "Drinking is the most natural act that exists," observes Pierucci. "Each of us repeats it several times in a day; therefore, we need to do it while having fun on every occasion!"

Among RCR's other 2025 innovations, the Tiki Pulcinella and Venezia glasses stand out, inspi-



Roberto Pierucci,
CEO of **RCR Cristalleria Italiana**



red by Italian masks, which bring character to the table: stackable, versatile and suitable for cocktails, juices and non-alcoholic beverages, these items complete a collection already winner of the prestigious Tableware International Award of Excellence 2024. The iconic Timeless line, symbol of elegance and Italian style, is also expanding by 4 new glasses.

At RCR, lightness and durability are important values, and not only as intrinsic characteristics of stemware and glasses but also as an approach to business. "With this in mind, we have included the 'Around the World' project symbolically represented by a hot air balloon, half balloon and half glass," informs Pierucci. "The journey becomes an international format that guarantees closeness to the customer in a tour through the main stops of the mixology, wine culture and design world." Among the company's communication activities, press initiatives and especially social media are not lacking, important tools for maintaining constant contact with all customers.



Essential design in support of performance

The entire Vidivì range stands out for its intrinsic quality and manufacturing excellence, achieved through a meticulous selection of raw materials. "All our stemware is made of high-quality crystalline glass, naturally lead-free and entirely produced in Bohemia," says Guido Bormioli, Head of Marketing and Communication at Gruppo Cerve. "At the high end of our range, we distinguish ourselves with mouth-blown production through the Anima Fatto a Mano collection, crafted according to ancient artisanal techniques now preserved by only a few skilled hands. Alongside this, our machine-blown line reflects a blend of industrial precision and attention to detail: with the Divina series, for instance, we've achieved a remarkable lightness for an automatic production. Another flagship line is Privé, available in optical or smooth versions—a true 'workhorse' glass designed for everyday professional use, yet elevated by a slender stem and refined design, offering both durability and a high perceived aesthetic value."

In terms of functional performance, the company follows a subtractive design approach when developing its lines: "less is more," in other words. "Our goal is to create glasses that don't impose their shape, but rather serve to enhance and ho-



nour the wine they're made for, with a formal purity that highlights the content over the container," explains Luana Rossi, Marketing Manager at Gruppo Cerve. "This pursuit results in essential and elegant forms, developed through ongoing dialogue with sommeliers and winemakers. Each glass represents a synthesis of function and beauty: the bowl is shaped around the needs of the wine, while the production technique—mouth-blown or machine-blown—ensures thin walls, perfect clarity, and optimal durability. In the world of cocktails and spirits as well, we're seeing growing interest in glasses with a strong identity, yet not overly decorative, capable of delivering an enhanced sensory experience through touch, light, and form."

Staying true to these principles, Cerve is now introducing new collections and line extensions. The latest Vidivì launch is the Divina Etere stemware range, combining elegance and performance with innovative design and functionality tested by top sommeliers. For Cerve Tableware, a new exclusive line has just been created in collaboration with renowned interior designer Floren-

Luana Rossi, Marketing Manager, and Guido Bormioli, Head of Marketing and Communication at **Gruppo Cerve**

ce Broadhurst, featuring iconic patterns and organic colours.

Across all the Group's brands, both new collections and evergreen lines are supported by strong communication campaigns through various traditional and digital channels: from social media accounts dedicated to the Cerve, Vidivì, and Anima brands to targeted activities in trade magazines, which the company continues to regard as essential to sales success.



Kabuki Privé, **Cerve Group**

The optimal purchase is perfected in-store

From a retailer's perspective, stemware and drinking glasses have always been among the most popular items for personal use or gift-giving. "In recent years, however, consumers have become more knowledgeable and aware of what is truly essential for everyday domestic life. As a result, their preferences in tableware have significantly evolved," notes Rosanna Ciniglio, owner of La Casa del Regalo in Benevento. "In the past, both for wedding registries and individual purchases, customers would regularly choose a full 'important' set of stemware—sleek and/or intricately designed, thin, and made from high-quality crystal—often complemented by matching accessories like decanters and bottles. Today, end consumers are more focused on practicality and functionality, opting for sturdy, thick-walled glasses that can withstand everyday dishwashing."

Manufacturers' offerings have also evolved in step with consumers: across product lines—from tumblers to wine glasses—the recurring feature is now dishwasher safety. "We work extensively with borosilicate glass (light to the touch yet extremely durable), as well as with more brilliant materials or Tritan™. When it comes to colored collections, solid-colored glass performs well, as it tends to retain its finish better over time."

In terms of shapes, multifunctionality is increasingly sought after. "Our absolute bestseller is the classic tumbler—versatile and practical for everyday meals or serving aperitifs," says Enrica Silvestri, Rosanna's daughter. "Even when choosing wine glasses, consumers often gravitate toward all-purpose models suitable for any type of wine, although we do have more discerning customers who specifically select glasses for red, white, or sparkling wines. Right now, Gin & Tonic and Spritz glasses are trending strongly, along with both smooth and textured shot glasses."

Many glassware items, like porcelain, require adequate explanation and support. "Unlike a decorative accessory, often purchased on impulse, a glass or a plate demands attention to quality and details," Enrica continues. "That's why we dedicate ample space on our social channels to

Rosanna Ciniglio, Owner of
"La Casa del Regalo"
in Benevento, with her daughter
Enrica Silvestri



sharing information, tips, and answers about the intrinsic features and best uses of each line—raising awareness and knowledge. Grandpa Nicola plays a leading role in this: he's a true star in our online communications."

Meeting the needs of both private and professional clients

Another key consideration for today's retailers is the need to meet the diverse demands of a dual-facing market. "It's essential to distinguish between customer types," explains Luca Carraresi, Managing Director of Dal Toscano, a retailer based in Cereseto-Borgo Virgilio, near Mantua. "The consumer market tends to prefer decorative and/or colorful products—ideally Made in Italy and with a refined aesthetic. On the other hand, HoReCa buyers prioritize highly functional items with excellent resistance to impact and frequent washing. To support the latter,

we've recently launched a dedicated website for professionals, designed to streamline business management so companies can focus on what matters most: their customers." Another prominent trend is the rising demand for ultra-light



Luca Carraresi, Sole Director of **Dal Toscano**

glasses and stemware. "These products," Carraresi continues, "combine lightness with finesse and clarity, allowing for better evaluation of wine color and a more intense perception of aromas. The ideal tasting glass varies depending on the type of wine: tulip-shaped glasses are suitable for young, light white wines, while 'renano' glasses are better suited to more structured whites. While these types are thriving, flute sales have sharply declined, replaced by more technical glasses specifically designed to enhance sparkling wines and Champagne."

As for communication strategies, all wine- and mixology-related content performs exceptionally well in the glassware sector—especially when top sommeliers and bartenders from the Italian and international scenes are involved in showcasing premium wines and signature cocktails. This keeps the category engaging and avoids the risk of it becoming mundane. At Dal Toscano, for instance, a recent expansion of the Wine & Spirits department—now featuring a selection of premium labels—has enabled excellent cross-selling opportunities with targeted glassware and stemware. □



© Goldplast Group

Polymers serving the art of tasting

Not just glass. Gold Plast Group—a company specializing in the production of high-quality unbreakable tableware in various plastic materials—offers several collections specifically designed for wine and cocktail tasting in Tritan™, a copolyester-based technical polymer known for its outstanding chemical and physical performance. Tritan™ is one of the few materials capable of delivering the same clarity and brilliance as glass. Another critical feature is its guaranteed food-contact safety, a key advantage especially following the recent ban on polycarbonate due to health concerns related to

its main component, Bisphenol A. "In the wine world, our most in-demand line is Supreme, a collection of stemware available in various capacities to better meet customers' needs—particularly at tastings and outdoor events, where organizers are increasingly attentive to safety, often in compliance with Safety & Security regulations," says Alberto Conti, Sales & Marketing Director of the company. "Each glass in the collection features a pointed base with a nucleation point that enhances the perlage chain in sparkling wines and Champagne. The rim is shaped to promote the perception of the full



aromatic spectrum, while the generous bowl makes the glass suitable even for a wide range of red wines. This means that one single glass can be used to serve a broad wine selection, meeting the practicality and efficiency requirements typical of many public and private events." In the mixology segment, Gold Plast offers the Firenze line of tumblers, characterized by a timeless retro design and suitable for a wide variety of cocktails and spirits. In this case, the material used is SAN, a rigid and durable technopolymer that withstands up to 500 wash cycles in professional settings. Gold Plast has also recently made a mark in the market through a prestigious partnership with French company Lehmann Glass, specialists in wine and Champagne tasting accessories. This collaboration led to the creation of new unbreakable glasses for Moët & Chandon, made from Tritan™ Renew by Eastman—a next-generation recycled material that combines elegance with sustainability.

Crystal clear TABLE STYLE

by Francesca Guerini Rocco

A BALANCE
OF LIGHTNESS
AND COLOR

The brilliance of crystal, the cheerfulness of hand-blown colored glass, and the flawless lightness of a transparent table setting. Summer dining embraces ethereal, almost invisible tableware—highlighting plates, trays, glasses, and carafes with essential designs, vibrant accents, and refined details. A fresh and elegant way to celebrate the beauty of the season



The allure of gemstones takes shape in the Gem glasses by Weissesstal, handcrafted using a sophisticated grinding technique that enhances light reflections and the depth of color. The model shown, in the sapphire version, is a tribute to Italian craftsmanship and timeless beauty—perfect for those who seek a refined table setting with bold, contemporary character.



Designed to bring a cheerful touch to the summer table, the glasses, goblets, and tumblers from Easylife's Twist&Match collection evoke circus-inspired patterns and are all meticulously hand-painted.

Both essential and eye-catching, the Dolcevita serving stand by IWV is perfect for presenting appetizers and sweets—even outdoors. Made of clear blown glass, it features a raised rim to prevent food from slipping off and is paired with the Le Campana Dome cover to keep contents protected.

The Ray collection by Crystalex Bohemia features soft lines and minimalist design, paying tribute to effortless elegance. Perfect for both everyday dining and more formal occasions, it includes tumblers and stemware in various sizes.





The Bridge espresso and tea cups by Brandani are made of borosilicate glass, featuring colorful handles and a stackable design that saves space in the cupboard. The set includes four cups in assorted colors, with either classic or heart-shaped handles. Coordinated spoons and tea mugs are also available in the same series.



A 18-piece dinnerware set and matching salad bowl from the Iconic line, along with five glassware options: Blue Feeder by Pasabahce brings all the freshness of the sea and the joy of summer to the table. The water glasses feature five different surface patterns and range in capacity from 23 to 30 cl. All items are made from pigmented glass paste, ensuring colors remain vibrant and intact even after frequent washing.

The All in One pressed glass multipurpose plate by IVV features a rectangular shape and generous dimensions (32x28 cm), making it perfect for an elegant buffet or a creative presentation of dishes. Dishwasher-safe, it is decorated with an irregular striped pattern and finished with gently rounded corners.



High technology and beauty come together in the Arte Ultralight series by Rona, designed to optimize functionality, efficiency, and aesthetics in any table setting. Machine-made yet preserving the same quality and characteristics as mouth-blown glass, each stemglass embodies the essence of artisanal craftsmanship with its ultra-thin and lightweight body.





Bright colors and simple shapes define a collection designed to celebrate summer conviviality. The Joy glasses by Weissestal, made of colored glass, come in a wide range of vibrant shades such as red, blue, and yellow—perfect for mixing and matching. They bring energy to the table and turn any gathering into a cheerful, informal moment.

Zafferano raises a toast to the Mediterranean summer with the Teca Mare collection. Handcrafted in borosilicate glass, it features glasses and carafes that enclose charming decorations within the double-walled glass—such as a two-tone fish, sardine, coral, sea urchin, and starfish.





Designed by Space Copenhagen, the Silhouette tray by Nude is the result of ongoing exploration into the forms and textures of glass. Made from lead-free clear crystal, it features a slightly raised edge, making it ideal both as a serving piece and as a decorative element for the home or office.



The new Cora and Tyto collections by Crystalex Bohemia offer maximum glass durability thanks to the addition of titanium. Optical decorations lend a timeless yet contemporary mood, creating refined visual effects with understated elegance.



Acqua di Parma brings its signature refined elegance to the table with an exclusive collection inspired by Italian craftsmanship and the art of conviviality. Rich and sophisticated, the collection includes dinner, soup, and dessert plates, coffee and tea sets, as well as carafes and glasses for water and wine. Each piece is handmade and adorned with a delicate golden ray motif that reflects the soul of the Maison.

Sage green shades and modern design define the glasses and carafe from Villeroy & Boch's Like Glass line, evoking natural tones and the calm of a Sunday lunch. The high-quality glass aesthetic combines the refined clarity of crystal with a sturdy structure built to withstand everyday use. Also available in blue, purple, and brown hues.



Wine and beer glasses, tumblers, carafes, and bowls—all stackable and with a sustainable soul: Sagaform presents the Billi line in recycled plastic, perfect for summer gatherings with friends or romantic dinners on the terrace. A practical ice bucket completes the collection.



A set of four handcrafted Yalos Murano glasses capturing the full expressiveness of Murano's glassmaking tradition. Each piece is one of a kind, handmade in four distinct colors—lilac, amber, aquamarine, and green. Ideal for adding an artistic and sophisticated touch to the table, they stand out for their vibrant transparency and lively decorations, making them a perfect gift idea as well.

Essential and lightweight, the Sabina stemglasses by RCR are designed to meet the demands of professional dining. They stand out for their durability, versatility, and understated elegance—making them ideal for both everyday service and refined table settings.

Technology and craftsmanship come together in Riedel's Fatto a Mano collection. These glasses are machine-blown and hand-finished, featuring a clear stem and a black crystal base that enhances their elegance. Each shape is specifically designed to highlight the unique characteristics of different wines, ensuring a perfect tasting experience. A collection created for sommeliers, wine lovers, and special occasions.



Majestic and functional, Fortissimo by Rogaska is a crystal decanter crafted using artisanal techniques that enhance its transparency and flowing curves. Its contemporary design and generous capacity make it ideal for wine decanting, adding a striking, visually impactful touch to the table.



The Chill carafe by Nude features a marble base and is crafted from lead-free crystal. Perfect for summer, its base is designed to keep beverages cool for as long as possible. It can be paired with matching glasses and bowls. Capacity: 1250 cc.

An elegant and versatile line inspired by the warm, soothing atmosphere of the desert. The Sahara collection by IVV features cups, saucers, and accessories in pressed glass, crafted with delicate ribbing that adds depth and character. Ideal for tea or herbal infusions, it stands out for its understated refinement.



A tribute to the creativity of Italian artistic glassmaking, the Carnaval glasses by Onlylux come in a six-piece set, each one unique in shape and decoration. The irregular design and colorful murrine embedded in the glass evoke festive, playful atmospheres. Perfect for aperitifs, after-dinner drinks, or simply to add a splash of color to the table every day.

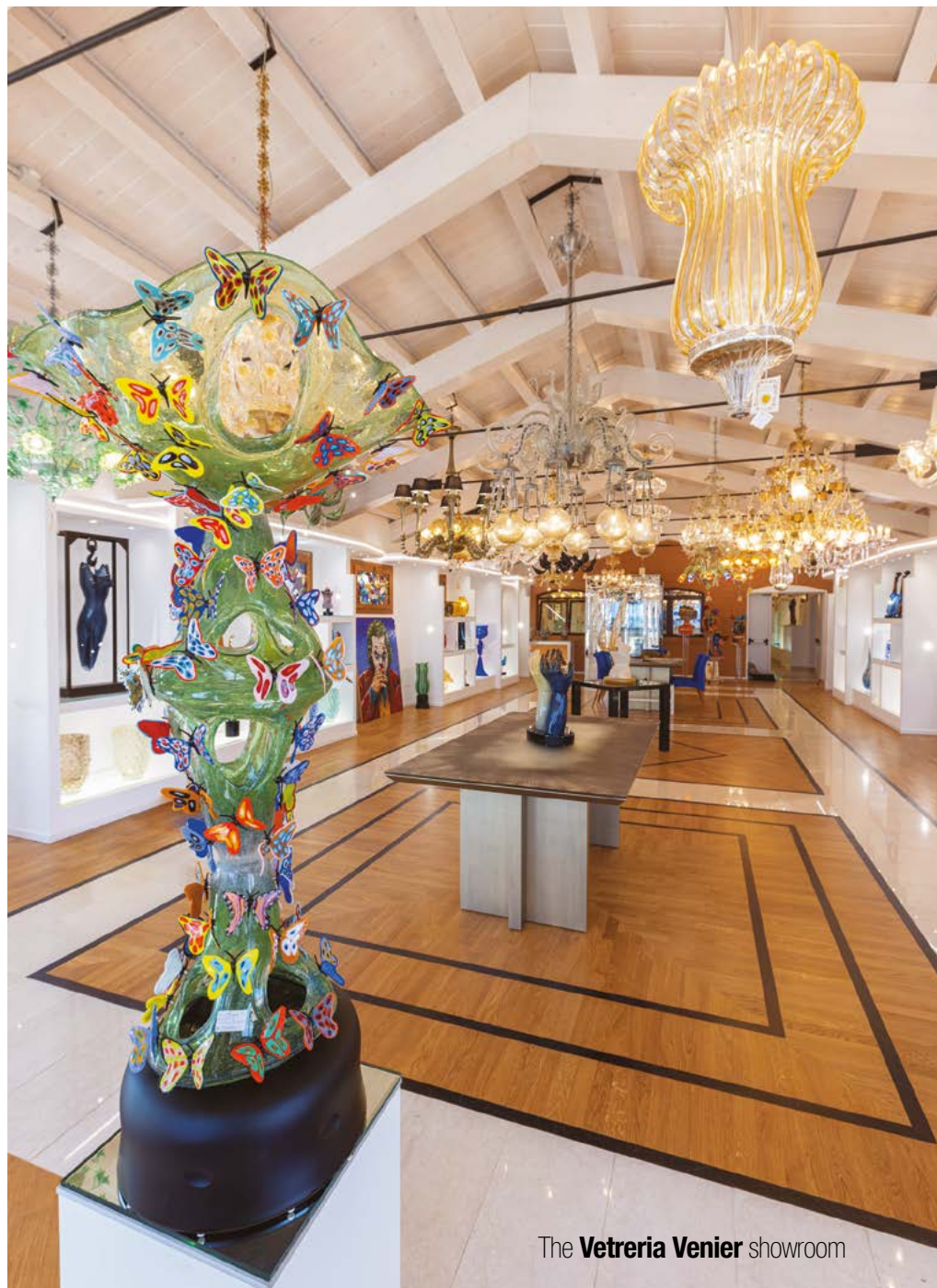


Vetreria Venier:

THE EXPRESSIVE POWER OF GLASS

between artisan savoir-faire and modern sensibility

by Fabio Destefani



The Vetreria Venier showroom

A deep exploration of shapes, colors, and materials; a mastery of both traditional and modern glassmaking techniques; and a desire to blend artisanal know-how with artistic practice, these are the hallmarks of Vetreria Venier in Murano. We discussed this unique approach with Nicola Laggia, the company's Vice President

Your story began in 1975 (with the birth of founder Enzo Laggia in 1938). How has your identity strengthened or evolved over this period?

The story of Vetreria Venier is the story of my family. It was founded by my grandfather, Enzo “Neno” Laggia, who turned it into one of the most remarkable glassmaking companies in Murano. Then my father Roberto—known as

Marino—developed it further, with the help of my aunt Elisabetta, making it the leading company in the sector. Under their guidance, the business gained international recognition and became a point of reference for top hotels in Venice, major national and international travel agencies, as well as for architects and interior designers. Today, three generations are involved in the company, as my cousin Dimitri Piccolo and I have joined our grandfather and our parents. The bond between Vetreria Venier and the Laggia family is the very foundation of its identity.

Tradition and innovation: how do these two elements coexist in your offering?

Murano glass is rooted in history, but each generation has brought its own innovations, research, and a fresh way of conceiving craftsmanship—often merging it with contemporary art. Over the years, we’ve made a point of involving young master glassmakers, designers, and artists to create new products together, but above all to modernize our classic production without altering its essence. Those who seek Murano glass want both tradition and innovation. The challenge lies in offering a contemporary, high-quality product that simultaneously evokes the glorious, centuries-old legacy of Murano glassmaking.

Today, you are the largest glassworks in Murano. Your furnaces can reach temperatures



of up to 1500°C, enabling you to work with high-quality glass in all its forms. Could you briefly describe the various stages of glassmaking that lead to the creation of a fine piece?

Everything starts with the design phase, always developed together with the master glassmakers. Each creation is the result of collective effort—from designers and project developers to the master glassmakers and their assistants. There are two main techniques: solid glassworking (or massello), which involves shaping solid

glass using tongs and shears to create primarily sculptures; and blown glassworking using steel blowpipes, used to make vases, chandeliers, glasses, and more. We also work extensively with mosaic glass today—a technique that requires great patience and dedication—as well as glass fusing, a more modern process that allows for the creation of artworks that differ from traditional forms.

Your product offering is indeed very diverse, including chandeliers and floor lamps, vases and plates, drinking glasses, mirrors, traditional blown glass pieces, jewelry, and more. Which type of product is generally most appreciated by your clients?

We welcome clients from all over the world, each with their own tastes, cultural background, and expectations—so we aim to offer something meaningful for everyone who visits our showroom.

In general, I’d say that vases, chandeliers, and sculptures are among the most sought-after pieces, but a set of Murano glasses is almost always part of any purchase.

Alongside objects and accessories, you also create sculptures and contemporary artworks. Is this a way to emphasize how the line between artistic craftsmanship and fine



art is becoming increasingly blurred? And how has this approach been received?

The feedback has been very positive. The connection between Murano craftsmanship and fine art has deep roots, and it’s not limited to sculpture. If you look at one of our chandeliers, with its meticulous detailing and assembly of dozens—sometimes hundreds—of pieces, it’s hard not to see it as a true work of art. Everything we produce is unique—our master glassmakers use no molds or machinery.

We strive to distance ourselves from mass-market Murano glass, which has become overly commercial and often indistinguishable from products with no authentic connection to the island. Instead, we aim to represent a more research-driven Murano—one that meets the taste and expectations of a more discerning clientele.

What about the relationship between younger generations and glass? Are they more drawn to contemporary interpretations, or do traditional forms still hold that timeless appeal?

Research—whether in shapes, colors, or materials—has certainly helped bring Murano glass closer to the preferences of younger generations. That’s a key strength of our company. But the charm of certain traditional pieces is truly timeless.

Two-point Vaso



The importance of craftsmanship and the contribution of master glassmakers in your creations. Which masters have played a key role in your success, and what creative legacy have they left on your work?

The great masters of our recent past: Pino Signoretto, Walter Furlan, Adriano Dalla Valentina,

Loredano and Dino Rosin, Tino Rossi. And our current masters: Andrea Grandin and Luca Vidal, along with their highly skilled teams. What all of these masters share is the ability to merge art and craftsmanship, and the relentless drive to keep pushing forward—to always seek out a new idea or a spark that can reignite the flame.

Tumblers in solid-colored glass



You are based in Murano—an island renowned worldwide for its glassmaking tradition. In your view, what sets your brand apart from other artisan workshops?

I would say it’s our perseverance in striving to offer products of the highest quality, along with a level of service that makes clients feel truly

valued and cared for—allowing them to experience firsthand the passion that three generations of our family have poured into this work.

What developments do you foresee in the future of glassmaking?

An even closer connection between contemporary art and craftsmanship—drawing inspiration from ideas, places, and influences that may at first seem far removed from our world. I envision a future where collaboration between our master glassmakers and artists, designers, architects, and interior decorators becomes even more active and dynamic. Only through these synergies can we remain worthy of our heritage.

Is there anything I haven’t asked that you’d like to share with our readers?

Just the pride I feel in being part of this story—the story of Murano glass, and the story of my family. As a company, we will continue to grow and evolve. In 2026, we’ll be opening a new wing of our headquarters in Murano—because we have no intention of stopping. □



“Sectioned Lovers” by Pino Signoretto



The exhibition hall of Vetreria Venier

Vase available in various color options



Nicola Laggia,
Vice President of Vetreria Venier

Vetreria Venier

The story of Vetreria Venier reflects the passion of three generations for the art of Murano glass, beginning in 1938 with the birth of Enzo Laggia in Venice. In 1969, Enzo founded the company Muranese Export, and in 1975 he acquired the former Estevan Rossetto glassworks, renaming it Vetreria Venier. Since then, the glassworks has been continuously elevated by the Laggia family—first with Marino working alongside his father, and today with Nicola, now Vice President, carrying the tradition forward. Vetreria Venier is renowned for its commitment to quality and heritage, offering high-end Murano artistic glassware. It collaborates with internationally acclaimed master glassmakers as well as contemporary designers and architects, creating unique and highly valuable pieces. The company stands as a benchmark for Murano glass artistry and exemplifies how traditional craftsmanship can be seamlessly combined with modernity. In 2023, the company completed a major expansion project: by acquiring several adjacent glassworks, the exhibition space has grown to over 2,500 square meters. Looking ahead, a new wing of the Murano headquarters is set to open in 2026.

ALLUFLON: *quality, product culture, and innovation* from the heart of the Marche region

by Giulia Arrigoni



To mark the 150th anniversary of the Moneta brand, Alluflon welcomed clients and partners to its production headquarters, offering a unique opportunity to experience the company's product culture and supply chain up close. We spoke with Cinzia Casagrande, Sales & Marketing Director, about this milestone, upcoming projects, and market dynamics

You recently opened your company's doors to clients, how did it go?

Yes, to celebrate the 150th anniversary of the Moneta brand, we took the opportunity to invite many of our clients—not only from Italy, but also from abroad—to visit us.

It was a great occasion to show the full process of how a pan is made, from start to finish, highlighting every production step and the differences between various products.

Seeing what truly defines a quality product is something that really stays with people.

But it wasn't just a tour—we also organized training sessions, involving our technicians and chemists to delve into market regulations, material quality, and future industry trends. It was an important moment to showcase the value of our Made in Italy approach.

Alluflon is a well-known name, but I'd love to revisit its industrial history and that of the Moneta brand.

Alluflon was founded in 1970 in the Marche region. In 1986, we acquired the Moneta brand, which itself has a long-standing history. It originated in Milan and later moved its production facilities to Campania. When we took over the brand, our initial focus was on the manufacturing side—while always keeping in mind the importance of reading market shifts early on. In



fact, Moneta was the first brand in Italy to produce frying pans with non-stick coatings.

How has the company evolved over the years?

I'd say very successfully, especially when looking at the numbers. We grew from a turnover of around €10 million to between €50 and €80 million depending on the year, with even higher peaks at times. We currently employ about 200 permanent staff, plus seasonal workers for special production runs.

The home cooking boom and growing consumer awareness

Has the recent "boom" in home cooking led to renewed interest in cookware, thereby boosting sales?

Yes—two main factors have played a role: TV cooking shows that have turned everyone into a bit of a chef, and the impact of COVID. People

are cooking more, they're more informed, and they're actively looking for quality products.

There's a growing segment of consumers who want a reliable, Made in Italy product—even if it means spending a bit more. That said, purchasing power remains the primary driver in buying decisions.

With that in mind, how have you positioned the Moneta brand?

As a high-quality yet accessible product. With Moneta, our goal is to reach as many touchpoints as possible. We're present across multiple channels with differentiated—but coordinated—commercial strategies. It's not easy, but with a well-known brand, it's achievable. In contrast, our German brand Berndes targets a more premium segment, while Alluflon—which we've recently relaunched and completely rebranded—is more oriented toward the mass retail channel.



The life cycle of a frying pan and consumer habits

What is the actual life cycle of a non-stick pan? Does it align with how consumers use it?

It depends on the quality, of course. But the average life span of our non-stick aluminum pans is about 4 to 5 years. For example, we offer a 5-year warranty with Moneta. That said, consumers often struggle to throw a pan away. We've conducted extensive research to better understand how people use our products, and what we've found is that many find it genuinely hard to part with a pan. Naturally, different materials have different lifespans—cast iron and stainless steel last longer—but it's important to remember that non-stick aluminum now accounts for 75–80% of the market.

Did your research reveal anything else?

Our most recent study was carried out with Doxa during the launch of FineGres, our new

ceramic non-stick coating that is free from PFAS, PTFE, nickel, BPA, and PFOA, at the end of 2022. We wanted to understand how an innovative product is perceived and how the purchase process is experienced. The findings showed that consumers demonstrate a good level of product knowledge and clearly recognize the difference between a cheap product and one that's made to last.

You're an Italian company. What does "in-house production" mean to you?

It means producing and innovating. We develop coatings in collaboration with our suppliers and test them in our in-house laboratory. We are one of the few Italian companies that still maintain both production and brand ownership. This allows us to launch new products—even ahead of market trends. For example, we were the first to introduce frying pans made from 100% recycled aluminum back in 2019, well before it became a trend.



But communicating that is not easy: saying "we use recycled aluminum" is simple, but conveying the complexity of the production process is much harder. That's why we continue to invest a lot of time in education—both in professional environments, such as culinary schools, and with specialized retailers who, in a market dominated by self-service, remain the true point of contact and education for end consumers.

Distribution across mass retail, specialists, e-commerce, and low-cost channels

Let's talk about distribution. What's your perspective on this?

It's a complex topic. Alongside specialist retailers—who are currently experiencing a natural decline affecting many product sectors—and the mass retail channel (GDO), there's what we call the "middle market." This includes local chains, DIY stores, housewares shops, camping supply retailers, non-food discount stores, and low-cost outlets that sell frying pans for €10 or less, effectively devaluing the category. Contrary to what one might think, mass retailers actually perform much better. They offer curated selections with branded, quality products. We also view consumer electronics stores positively—they're increasingly offering housewares, and the products are still properly valued there.

What about e-commerce?

It's growing and now accounts for over 10% of total sales. At the moment, one platform dominates—especially in Italy—effectively creating a monopoly. However, there are also many specialized retailers launching their own e-commerce platforms, often through marketplaces. We sell through our own website and via marketplaces, including drop shipping. We have a dedicated internal division and a separate logistics system for this channel.

But the web is also a communication tool...

Absolutely. At Allufon, we use it to share con-



tent and provide educational resources—often in collaboration with culinary schools. There's still too little product knowledge out there, and we want to bridge the gap between us and the end customer. The web, in all its forms—both commercial and otherwise—makes that possible by shortening the supply chain. We also use social media to encourage engagement and direct dialogue with consumers. This helps us better understand their needs and drive innovation.

New projects: sustainability, functionality and color

Is the induction market changing the rules of the game?

Induction cooking is growing rapidly, and today, nearly all Moneta lines are compatible with induction, as is the entire Berndes range. This has required significant investment, since aluminum is not naturally ferromagnetic and needs specific technology to be made induction-compatible. We've patented our own solutions, and we make a point of communicating that—because induction-compatible cookware is far from simple to produce, as induction hobs have very specific technical requirements.

As mentioned earlier, one of your key initiatives has been using recycled aluminum. What other projects are currently in development?

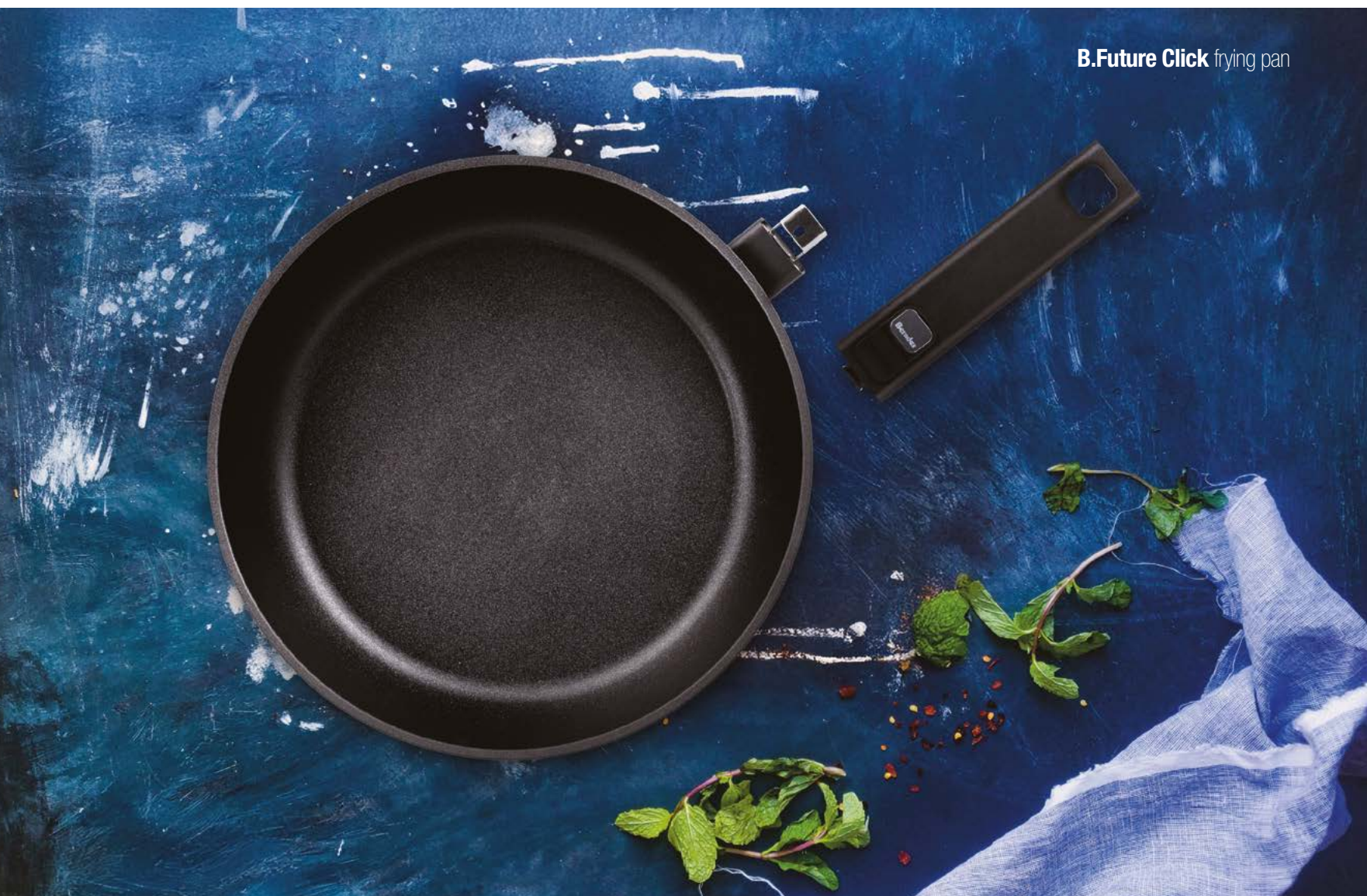
We're increasingly introducing product lines with PFAS-free coatings, using FineGres, our proprietary natural non-stick coating. We've launched a high-performance matte ceramic finish that also offers a tactile experience. We're developing items that meet real-life needs—such as grill pans, compact sets, removable handles, and accessories for air fryers. And we're placing greater focus on color, to bring a renewed personality to our products.

And in terms of safety?

One of our key innovations here is the bakelite handle with double-point fastening, which improves safety and prevents loosening over time. It's a detail that really makes a difference in how consumers perceive product reliability.

Final question: what's cooking next?

We're continuing to focus on sustainable innovation, design, and color. We want to bring fresh, aesthetically appealing products to the market. But it's still a bit early to reveal specifics. Some of our new developments will be unveiled at the next edition of Ambiente. □



B.Future Click frying pan

Maison&Objet 2025: *thirty years of excellence* AND A NEW ERA OF DESIGN

Paris is getting ready to host the leading international event for design and home décor, with the upcoming September edition marking a turning point in the approach to innovation



From September 4 to 8, 2025, Paris will once again become the global epicenter of design with the autumn edition of Maison&Objet, which this year celebrates its 30th anniversary with a completely renewed format. Held at Paris Nord Villepinte, the event positions itself as a laboratory of ideas and experimentation, with a strong focus on emerging talent and new design practices.

A new structure for evolving needs

The September 2025 edition introduces significant organizational changes to better meet the needs of the market and industry professionals. The event is now organized into six refined sectors, designed to create a more streamlined and targeted experience:

- **Cook & Share:** dedicated to the culinary arts and kitchen innovation
- **Decor & Design:** all things interior decoration
- **Craft - Art Trades:** a tribute to craftsmanship and materials
- **Fragrance & Wellness:** the world of wellness and olfactory experiences



Amélie Pichard: artistic vision and renewal

The artistic direction of this edition has been entrusted to Amélie Pichard, a visionary designer known for her distinctive style that blends craftsmanship, playful reinterpretation of conventions, and a strong commitment to more responsible fashion. Her eclectic, non-conformist vision is captured in the event's manifesto: "Welcome Home by Amélie Pichard", an immersive installation where design and craftsmanship meet. The edition's official poster—created through a collaboration

between ceramicist Blumen and artificial intelligence—symbolically represents the dialogue between craftsmanship and technology. The featured piece, a teapot-house still in the making, perfectly embodies Pichard's vision: to break down the barriers between different disciplines. "Breaking barriers means exactly that: dismantling preconceived boxes and building bridges," explains Pichard, emphasizing how her approach seamlessly integrates tradition with innovation, and craftsmanship with new technologies.

- **Fashion & Accessories:** where fashion meets design
- **Gift & Play:** creative ideas for the gift and toy industries

The Design District: a look into the future

The major innovation of this edition is the Design District, a true observatory of tomorrow's trends. Created in collaboration with Paris Design Week Factory, this space celebrates boldness and experimentation, shining a spotlight on young designers through several dedicated programs.

Highlights include Future On Stage, a launch platform for three companies under three years old, selected by a panel of experts for their excellence in innovation. The Rising Talent Awards Germany will feature seven up-and-coming German designers, while The Factory by Maison&Objet serves as a commercial platform for the most promising talents identified in previous editions of Paris Design Week Factory.

Proven success in numbers

Figures from the January 2025 edition confirm the event's ongoing success: 70,000 unique visitors, 40% of whom were international; 2,500 exhibiting brands (25% of them new); and more



than 1,000 journalists, influencers, and bloggers attending each edition.

On the digital front, Maison&Objet boasts a professional community of nearly two million across social media platforms, with a strong presence on Instagram (1.1 million followers).

Paris Design Week: the city as a creative stage

Running alongside Maison&Objet, Paris Design Week returns from September 4 to 13, 2025, for its fifteenth and most exceptional edition yet. The event transforms the French capital into a vast creative journey, involving over 375 iconic venues—in-

cluding galleries, concept stores, showrooms, and artisan workshops—in the city's most vibrant design districts: Le Marais, Saint-Germain-des-Prés, Opéra, and Bastille. Special attention will be given to the new generation through Paris Design Week Factory, which from September 4 to 13 will showcase over 130 emerging designers and creatives at venues such as Espace Communes, Galerie Joseph, and other locations across Paris.

Looking ahead to the future of design

Maison&Objet 2025 is set to be a moment of reflection and projection toward the future of international design. Since 1994, the event has been a key meeting point for the global interior design and lifestyle community, continuously evolving while staying true to its core mission: to reveal talent, foster discussion and inspiration, and support business development.

Through its digital platform MOM (Maison&Objet and More)—launched in 2016 and transformed into a full marketplace in 2023—Maison&Objet extends its influence well beyond the exhibition halls, confirming Paris as an international hub for creative talent.

The September 2025 edition promises to be an unmissable event for design professionals, offering a comprehensive overview of future trends and innovations that will shape the way we live and experience our spaces. □

www.maison-objet.com

Riedel, 268 years of history IN A GLASS

by Giulia Arrigoni



Maximilian Riedel, eleventh generation of a legendary glassmaking dynasty, shares how his family's company has revolutionized the world of wine: from the early insight into varietal-specific glassware to modern digital strategies, alongside manufacturing innovations and strategic acquisitions that have reshaped the luxury glassware market

With more than two and a half centuries of history behind it, Riedel stands as a unique presence in the world of fine glassmaking.

Founded in 1756 and now led by Maximilian J. Riedel—the eleventh generation of the family—the Austrian company has revolutionized the way wine is experienced, being the first to recognize how the shape of a glass can profoundly influence sensory perception. From the iconic mouth-blown Sommeliers glasses to varietal-specific stemware designed to enhance each grape's character, Riedel has transformed the wine glass into a precision tool, earning the trust and admiration of the global wine industry, high-end restaurants, and luxury hospitality. In this interview, CEO Maximilian Riedel shares his vision, the challenges, and the ongoing evolution that continue to define Riedel as an iconic brand in wine-focused design.

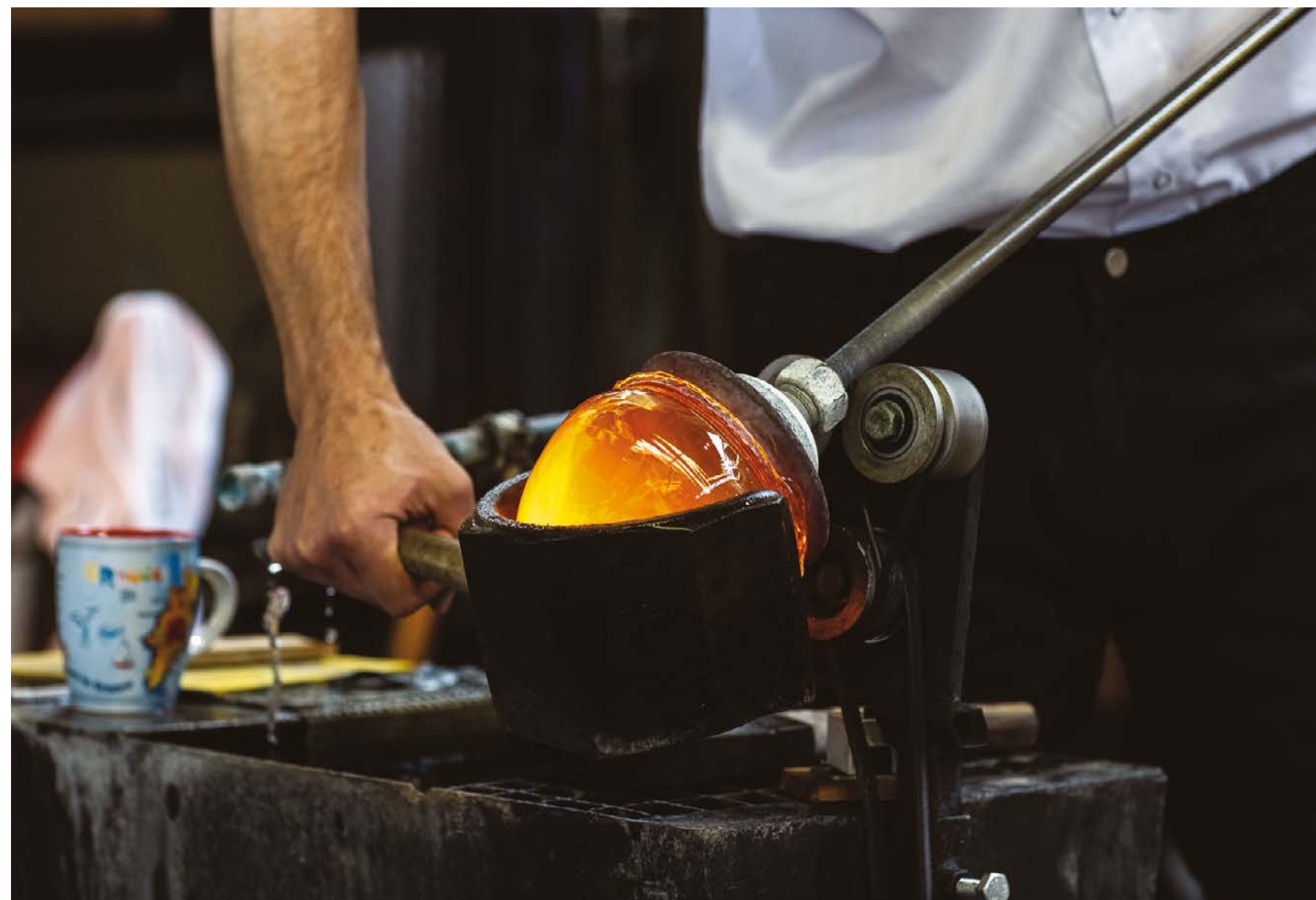
The roots of growth: historic identity and forward vision

You've reached the 11th generation—how do you balance Riedel's centuries-old tradition with the innovation required by today's markets?

Our family legacy is built on the perfect harmony between tradition and innovation. The ability to adapt while staying true to our roots is what has allowed Riedel to thrive for nearly three centuries. I'm deeply passionate about continuing along this path—honoring our heritage while embracing new opportunities.

More specifically, how do you navigate the respect for history with the need for ongoing experimentation?

Without strong roots, there can be no growth. I take great pride in our history—it's the founda-





tion of everything we do. At the same time, I am committed to staying in step with trends, investing in cutting-edge technologies, and using our expertise to anticipate future needs—always staying one step ahead.

Glasses as tools: Riedel's revolutionary vision

You describe your products as “tools for wine.” What was the driving force behind

your innovations, and how have they reshaped the way people experience wine?

Our motivation has always been to create functional glasses that allow wine to express itself fully—with balance and nuance. At first, many were skeptical that the shape of a glass could influence taste perception, but once people try our glasses, they feel the difference.

There is no better proof than direct experience, and we witness this every time we host our Riedel Wine Glass Experience events around the world.

2004 was a key year, with the launch of the “O” Series and the acquisition of Nachtmann and Spiegelau. How did these milestones influence Riedel's market positioning, production strategy, and brand diversification?

The O Series was revolutionary and remains one of our most successful collections to this day. It opened up a new market segment, particularly among younger consumers who appreciate its practicality. In fact, it has become one of the most copied wine glass designs in the world.

The acquisition of Nachtmann and Spiegelau was transformative for our company. It enabled us to produce machine-made glassware in-house and led to the development of our own proprietary machines—allowing us to manufacture machine-blown glasses that are thinner than ever before, a truly remarkable achievement.



Maximilian J. Riedel, CEO and eleventh-generation leader of the company, has successfully combined his family heritage with contemporary communication strategies, amassing over half a million followers on social media.

Social media and direct dialogue: Maximilian Riedel's approach

Your presence on social media highlights a strong connection with your audience. How important is it to maintain a direct dialogue with consumers, and how does this feedback influence the future development of Riedel products?

I recognized the potential of social media early on and was among the first in our industry to adopt it. Today, I have over half a million followers worldwide and personally interact with them. This direct dialogue offers me invaluable insight into consumer preferences, desires, and concerns—allowing me to respond quickly and effectively.

Sustainability is becoming increasingly important across manufacturing industries. Has Riedel taken specific steps in terms of production processes, material choices, or product life cycles? And what are your goals for the coming years?

Riedel is committed to sustainability throughout its production process. Our crystal is highly durable, 100% recyclable, and BPA-free—ensu-



ring safety for food and beverages. The company uses green energy, reducing CO₂ emissions by 30% annually. Additionally, 70% of our raw materials are sourced locally, helping to cut down on transport-related impact.

To further support our environmental approach, Riedel uses sustainable packaging, including FSC®-certified materials and recyclable options. □

The Riedel Crystal Pyramid in Kufstein, Austria, houses the company's museum and experience center. A contemporary architectural landmark for a centuries-old tradition, it welcomes visitors from around the world to explore the legacy of the Austrian brand founded in 1756.



In the photo, from right: **Mariano Bella**, Director of the Confcommercio Research Office and **Lino Enrico Stoppani**, Deputy Vice President of Confcommercio

Between 2012 and 2024, Italy lost over 118,000 neighborhood shops. According to Confcommercio, the trend doesn't yet amount to full desertification, but it does reflect a structural transformation that calls for political decisions and economic strategies to prevent urban decline

Historic city centers: *a new vision for urban retail* IS NEEDED

by Giulia Arrigoni



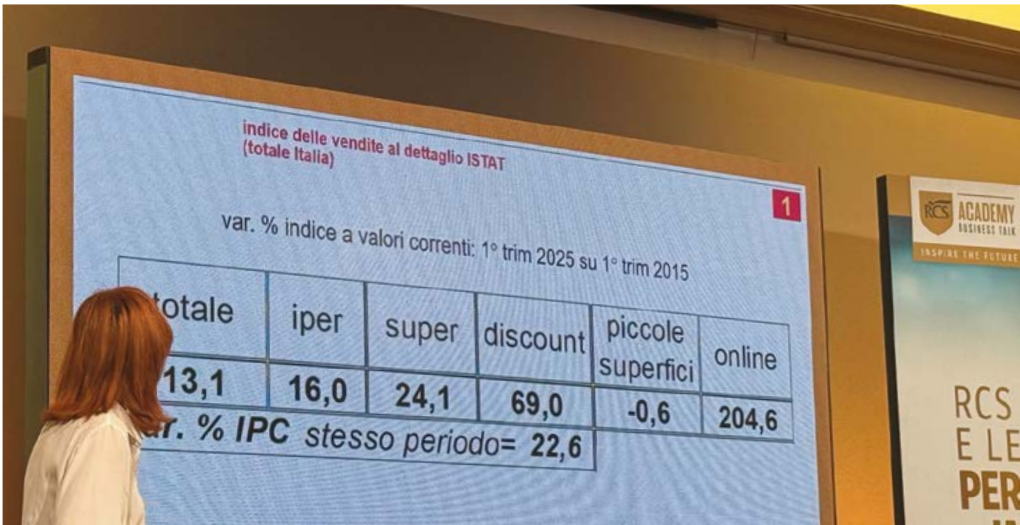
Over the past twelve years, Italy's retail sector has undergone a radical transformation. According to data from Confcommercio's Research Office, the number of active businesses in the sector has dropped by 21.4%, with peaks of up to -35% in some major cities. Faced with this complex picture, Mariano Bella, Director of the Confcommercio Research Office, warns: "We're not yet seeing full-blown commercial desertification, but the risk is real."

A shrinking market, a smaller slice for many
Real per capita spending has yet to return to pre-2007 levels. In this stagnant climate, new channels have taken hold: e-commerce has tripled in value (+200%), discount stores continue to grow rapidly, while traditional shops have largely stalled. "If some players are getting a bigger slice of the pie, it inevitably shrinks for others," notes Bella. Sales volume indexes for small retailers have fallen by 23%, directly impacting

cost efficiency and long-term sustainability. Beyond the numbers lies a deeper social impact. Shops in historic centers serve as anchors of community life. Where basic services are missing—as seen during the “gilets jaunes” protests in France—social disillusionment rises, and civic participation declines. “Retail is a form of social infrastructure. Its erosion affects quality of life and public trust in institutions,” explains Bella.

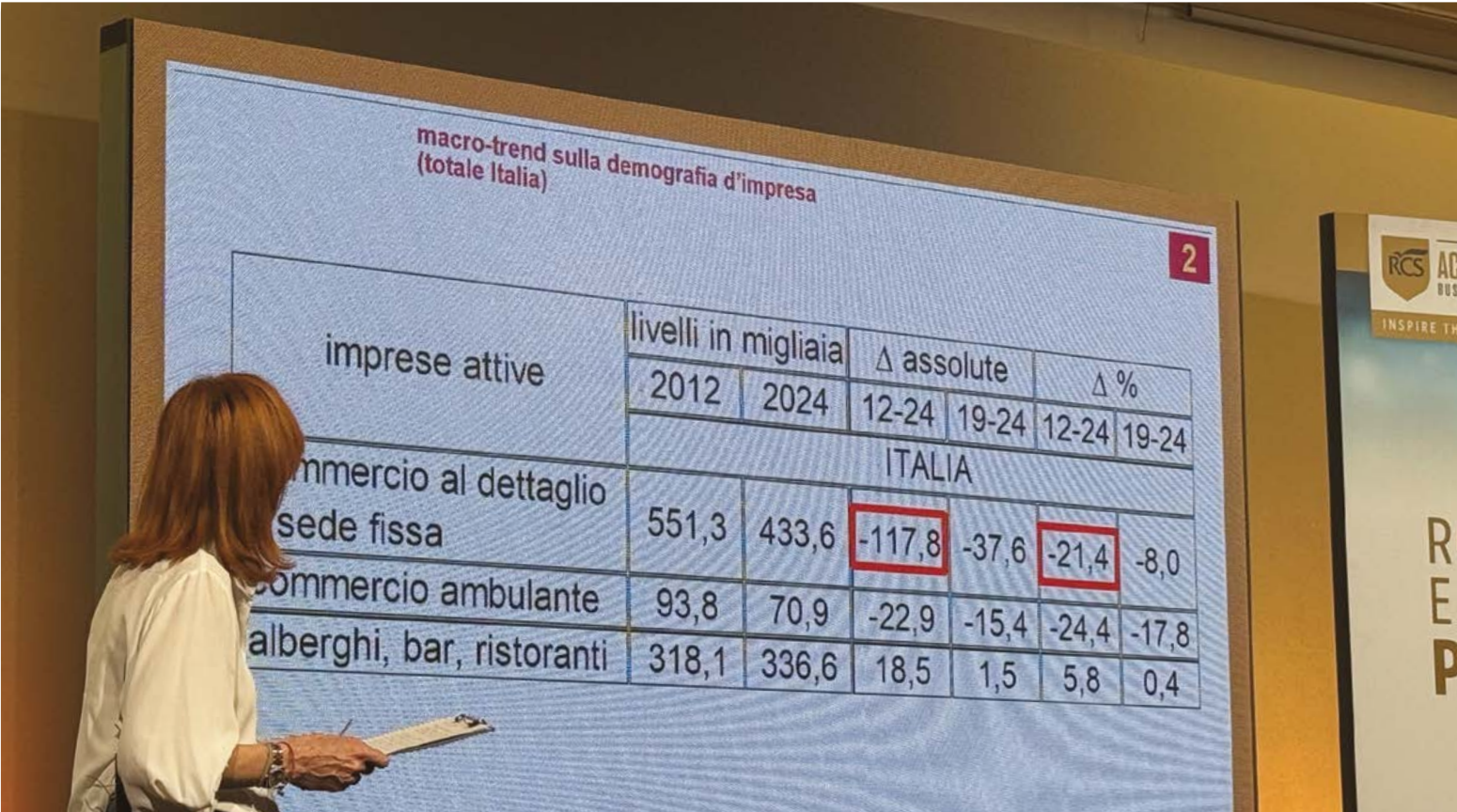
Urban shifts and tourist pressures

This evolution is also tied to changes in urban real estate. Many businesses that once served local residents have been replaced by restaurants, B&Bs, and tourism-focused services. “In some areas, especially suburban, this transformation has been positive. But in historic city centers, it threatens the social balance,” the report highlights. Confcommercio representatives argue that beyond shifting consumer habits, the lack of political planning has worsened the crisis. Urban planning policies and mobility rules (such as limited traffic zones and insufficient parking) have also played a role in driving traditional retail into decline.



“What we need is an integrated vision: partial fixes aren't enough, we must consider the overall economic development of cities,” is the clear message. Despite the concerning picture, some sectors remain resilient—pharmacies, tobacconists, and telecoms, for example. Others, such as food retail, have only recently begun to show signs of strain. Hospitality and restaurant-related businesses—especially independent or niche ones—continue to grow, showing a vitality that exists but must be strategically guided.

The CITIS project and the 15-minute city
Confcommercio and ANCI (National Association of Italian Municipalities) are developing the CITIS project (Crowdfunding of Cities, Tertiary Sector, Innovation, Sociality), aimed at participatory urban regeneration. “The goal is to keep neighborhoods alive, support local retail, and enhance the quality of urban life,” say the project's promoters. It aligns with the “15-minute city” concept, in which every resident has access to essential services within walking distance, without the need for a car. □





In today's urban landscape, the shop window has moved beyond being a mere opening into the store, it has become a visual stage.

Its primary function is no longer simply to display, but to narrate: it tells a story, evokes emotion, entices. A well-designed window is a silent yet eloquent invitation, a threshold between public and commercial space where the product on display is transformed into a leading actor.

The window is now an integral part of both commercial architecture and visual communication. In this evolution, large display panes play a central role. Their expansive transparent surfaces allow for a more intense connection with the outside world: the interior stretches outward to the street, and the street, in turn, is drawn into the shop.

These floor-to-ceiling glass facades enable full-volume staging, where the product is no longer merely shown, it is performed, as if on a stage open to the world.



From left, images of the **Restivo Jewelry Boutique** in Catania. Large transparent façades overlook the main Corso Italia, designed as a stage to highlight jewelry, watches, and decorative items, while also offering a full view of the store's interior architecture. Top: the covered Agora hosts a display of the most iconic pieces from leading Italian and international brands. Bottom: an overview of the boutique, featuring the rooftop garden and the historic villa used for events and special occasions.



Ulderico Lepreri's SHOP WINDOWS as stage sets

Scenes where objects take
center stage as leading actors

Architect and aesthete **Ulderico Lepreri**
www.uldericolepreri.com



One key factor in window display design is perspective visibility from the street. Passersby rarely view a window head-on, they often see it in motion, from oblique angles, and within a short time span. It is within this fleeting moment that the true challenge of visual merchandising lies. The scene must be immediately legible, grasped in a matter of seconds, yet compelling enough to prompt a pause, a second glance, or even a moment of stillness.

To achieve this, a conscious use of spatial depth is essential: working on multiple planes, varying the heights, and incorporating diagonals that guide the eye, just as in stage design. A crucial component of this visual direction is window lighting design, the true scenic art of light. Illumination isn't merely about making products visible; it creates atmosphere, enhances contrasts, and draws attention to key details. As in theatre, it involves directional spotlights, soft diffusers, back-lighting, and accent lighting—leveraging color temperature to evoke specific emotions. Warm light creates a sense of welcome and familiarity; cool light conveys cleanliness, technology, and



modernity. What matters most is avoiding flat, uniform lighting: what draws the eye is chiaroscuro, the dynamic interplay of light and shadow, of what's revealed and what remains concealed. Finally, scenic backdrops serve as the symbolic and narrative plane of the window. The backdrop is not only the surface that separates the display area from the rest of the store, it's also the visual canvas of the entire composition, the background that frames the story being told.

On this page, perspective views of the large glass façades of the **Giardini** Store in Borgosesia (VC). Inside the spacious open-plan interior, concave and convex amphitheatres, hallmark of the Ulderico Lepreri Studio, unfold like suspended stages, designed to enhance the collections of decorative objects. The colours, shapes, and patterns of collections by **Venini**, **Cristallerie de Saint-Louis**, **Hermès**, and **Jean Louis Coquet** are highlighted through theatrical lighting and a meticulously curated visual merchandising concept.



It can be neutral or highly distinctive, textured or digital, monochrome or decorated. It may evoke a domestic interior, a landscape, or an abstract concept. The backdrop declares the symbolic universe of the brand and sets the tone of the narrative. In the most refined cases, it is dynamic: changing with the season, the event, the collection. At times, it is interactive or backlit, capable of creating truly theatrical effects. All these elements converge around a single goal: to evoke the domestic habitat of the potential customer. An effective window display does not merely showcase a product—it places it in

an imaginary, familiar context, suggesting the kind of life that object might inhabit. The home, with its rituals and moods, becomes an implicit and desirable reference point.

Whether it's a sofa, a lamp, a dress or a coffee cup, the product in the window is presented as part of a world already lived in—or dreamed of: the promise of a daily life enriched, personalized, transformed.

In this miniature urban theatre, every detail matters. The proportions of the objects, the choice of materials, the distance between elements, the use of emptiness and fullness: everything con-

Above and below, exterior views of the **Ungaro Jewellery** Store in Pagani (SA): the expansive glass façades are designed to ensure maximum visibility and enhancement of the displayed items. Both the exterior and interior architecture were conceived in harmonious synchrony, enabling open sightlines and flexible layouts, in line with Ulderico Lepreri's design philosophy.



tributes to a visual language that must be immediate but not obvious, aesthetic but also functional to the sale. The window is not just beautiful, it is effective when it can stage a desire.

The audience here is the passerby. But more precisely, it's their imagination. A well-designed window doesn't just show what's for sale—it suggests what it would feel like to own it. It transforms the product into a symbol, charges it with emotional meaning, and embeds it in a micro-narrative of style, taste, and status. This is where theatre meets retail, not in fiction, but in the creation of a possible, intimate, inhabitable world.

Architects, visual merchandisers, set designers, and lighting designers work together like a theatre troupe, blending their skills to create an experience that lasts just a few seconds but leaves a mark. In a world saturated with stimuli, only what stirs emotion is remembered. And a theatrical window, if well designed, moves.



So, each object enters the stage, receives its light, offers itself to the gaze. It is no longer just a commodity, it becomes a character. And the window, with its large panes of glass, lighting direction, evocative backdrops, powerful perspective composition, and allusions to the home, becomes an urban stage: a space of storytelling, a promise of beauty, and an invitation to enter a world where even the act of purchasing becomes an aesthetic experience. □

In Verona, the curved glass galleries offer a striking view into the interiors of the **Annamaria** store. The Ulderico Lepreri Studio, in perfect harmony with the client, has designed elegant and welcoming spaces featuring rotating mini stages and curved counters, enhanced by objects from the most prestigious brands, including **Venini, Carlo Moretti, Rosenthal, Hermès, Limoges, Royal Copenhagen**, and **Cristallerie de Saint-Louis**.

CASA - L'arredo e il design - STILE



Home fragrances: the new frontier of interior decor

Fragrance selection by **Casimiro**

cool nights *light dreams*

With summer's arrival, nighttime comfort calls for light, fresh, and breathable solutions. Cinelli Piume e Piumini offers two outstanding options for cooler summer nights: lightweight down duvets, perfect for air-conditioned rooms, and Mistral, a brand-new collection in linen and cotton that's both natural and sustainable



When temperatures drop after sunset and the AC offers a refreshing nighttime embrace, rest requires companions that deliver softness, breathability, and just the right touch of warmth. For these cooler summer nights, Cinelli Piume e Piumini introduces two collections that beautifully balance aesthetics and well-being, tradition and innovation.

The Lightweight Duvet collection offers the perfect solution for those who still seek a cozy feel during warmer months. Available in various thermal grades—Standard, Medium, and Light—and filled with pure goose down, these duvets are designed for use in air-conditioned environments or temperate climates. The patterns range from delicate foliage to modern polka dots and stripes, all tailored with unmistakable Italian craftsmanship and flair. Naturally, they are proudly Made in Italy.

The **summer 2025 highlight** is Mistral, the newest addition to the Cinelli Natura® collection. Designed for those seeking an even more natural sleep experience, Mistral blends linen and cotton—both in the fabric and the filling—to create lightweight quilts, bedspreads, and removable pillows that ensure breathability, comfort, and environmental responsibility. Its clean, refined design features subtle quilted squares and soft, neutral tones that enhance the timeless elegance of hypoallergenic, sustainable materials. Two styles, one mission: to ensure high-quality sleep—even on the coolest summer nights. With Cinelli Piume e Piumini, summer becomes a season of lightness, comfort, and style. □

Filled with 100% goose down and covered in feather-proof cotton, Cinelli's lightweight duvets are designed to provide the perfect warmth during spring and summer nights, even in air-conditioned rooms. Available in Light, Medium, and Standard versions, they adapt to every thermal need and are offered in a wide range of tailored patterns: floral, geometric, damask, or contemporary.



Mistral, natural lightness: linen and cotton for cool, dry summer nights.





by Fabio Destefani
ph Erik Messori

Exterior view of the Casimiro store, Reggio Emilia

Casimiro C'EST MOI!

Many adjectives can be used to define Marco Merola: eccentric, multifaceted, bold, and above all, endowed with such a strong identity that it merges seamlessly with his own brand, Casimiro

“More and more often,” reveals Marco Merola, “I prefer to be called Casimiro rather than by my real name.” A curious explorer of beauty and a style consultant, his intuition and ability to discover new trends and products well ahead of the market have established him as a true trendsetter. We met with him to revisit the story of Casimiro and to explore the important role that home fragrances now play in interior design.

Let's start from the beginning. Casimiro comes from the fashion world. How useful was the experience gained in that field for developing the idea of a store focused on home décor?

Fashion is invention, customization of offerings, continuous evolution, and vision. That's what

defines me, and I try to bring it into everything I do. A love for art and beauty, an open gaze, and a drive for change have always guided my choices and proposals. Casimiro is a multifaceted universe, a kind of wunderkammer, where unique or special pieces are juxtaposed and made to dialogue, born from research and collaboration with artists and artisans. But what I brought most from fashion is the concept of seasonality, which is anything but obvious in my sector. I anticipate the seasons so much that, by the end of August, when people return from holidays, it has become a sort of local ritual to visit Casimiro's windows already dressed in all the splendor and opulence of Christmas home décor. The setup and visual merchandising are constantly updated. I obsess over style and detail, combining

innovation and tradition in a mix of materials and techniques.

Change is at the core of your design philosophy. Why is this mindset so important for today's retailers?

Retail is undergoing a deep transformation and an unprecedented downturn. We are witnessing a historic shift from traditional retail stores to the boom of online shopping, driven by economic and social dynamics that generate uncertainty and disorientation. Cities themselves have changed: once traditional shopping hubs, they are now evolving into hybrid, ever-changing spaces. It's a critical phase, but it can also be an opportunity, a challenge to rethink the idea of the “trusted neighborhood shop” in a modern

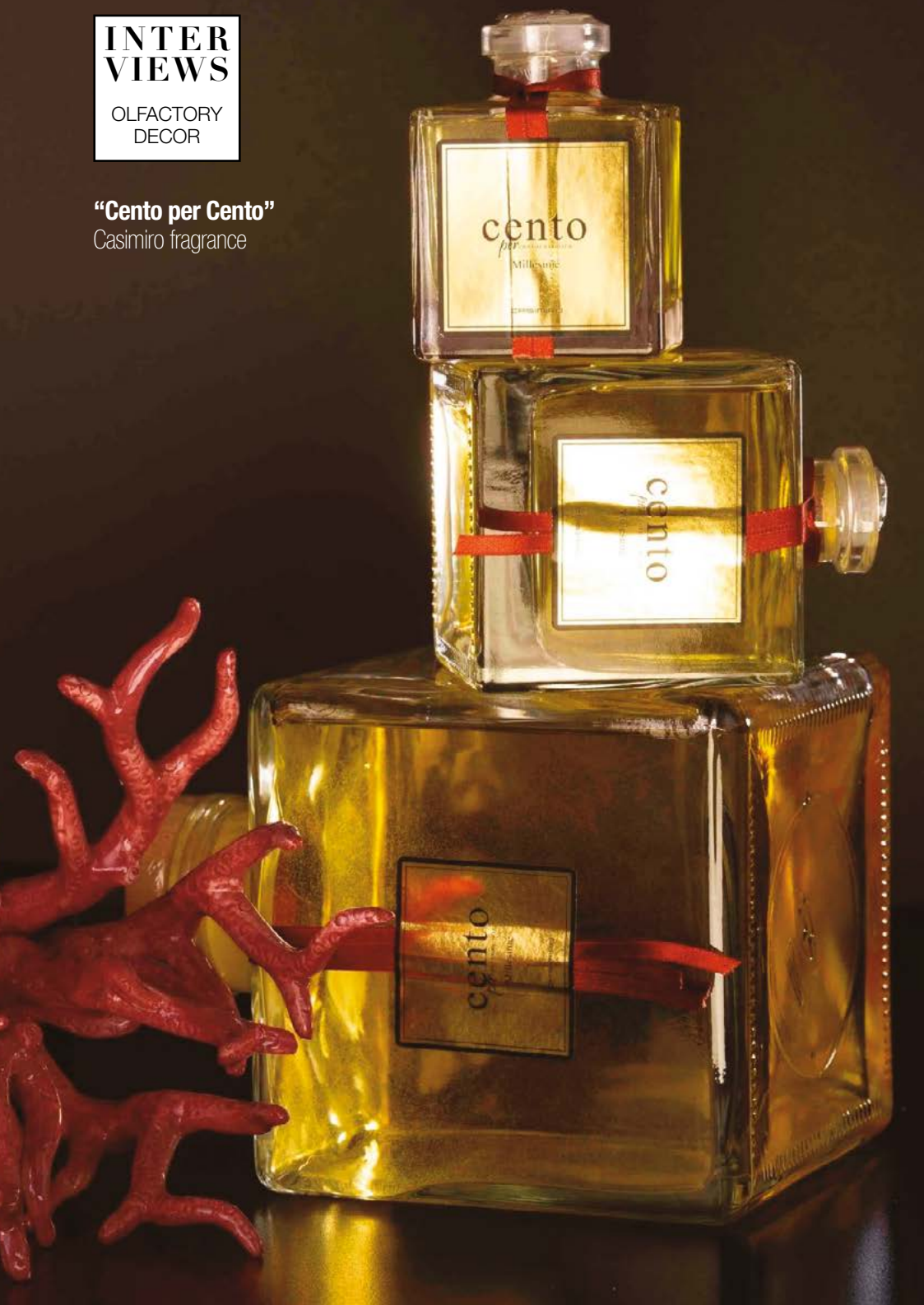
and relevant way and to redirect the market toward a new understanding of retail. To navigate this moment, I believe it's essential to reinvent oneself, to step up and propose new approaches to sales, customer relationships, and brand image. The old-school shopkeeper must become a style consultant, an image expert, a creator of personalized experiences. It's also crucial to design flexible spaces, offer differentiated shopping experiences, and use appealing and adaptable visual languages. A store should become a place to offer a product selection perceived as unique, original, and unavailable elsewhere—where one can “tell a story” that is engaging and emotionally resonant. Creating spaces with a strong identity that stage the brand's essence will become increasingly strategic.



INTERVIEWS

OLFACTORY DECOR

“Cento per Cento”
Casimiro fragrance



Let’s talk about Casimiro, the concept store in Reggio Emilia that opened in 1998 and now includes the Essenza section, offering a wide selection of home fragrances that until recently had their own separate store. What prompted the decision to bring the two spaces together?

It reflects a precise trend in interior design that has finally given proper value to scent as a way to enrich and beautify a space. Today, all the senses are being engaged to make the experience of living in a space—not only at home—immersive, aesthetic, and emotionally fulfilling.

Furniture, color, sound, light, and fragrance must harmonize to welcome, involve, and move the person.

Staying true to Casimiro’s philosophy of research, you’ve also selected emerging quality brands for the Essenza section. Which ones in particular?

This is the era of gourmand fragrances, of perfumers collaborating with Michelin-starred chefs, of haute cuisine that seduces with delicious aromas even before taste. For both home and personal fragrances, I’ve selected the finest

raw materials and created a capsule collection inspired by the world of food and traditional Italian desserts. That’s how Symphony was born, a line that also harnesses the power of layered scents to enhance their effect.

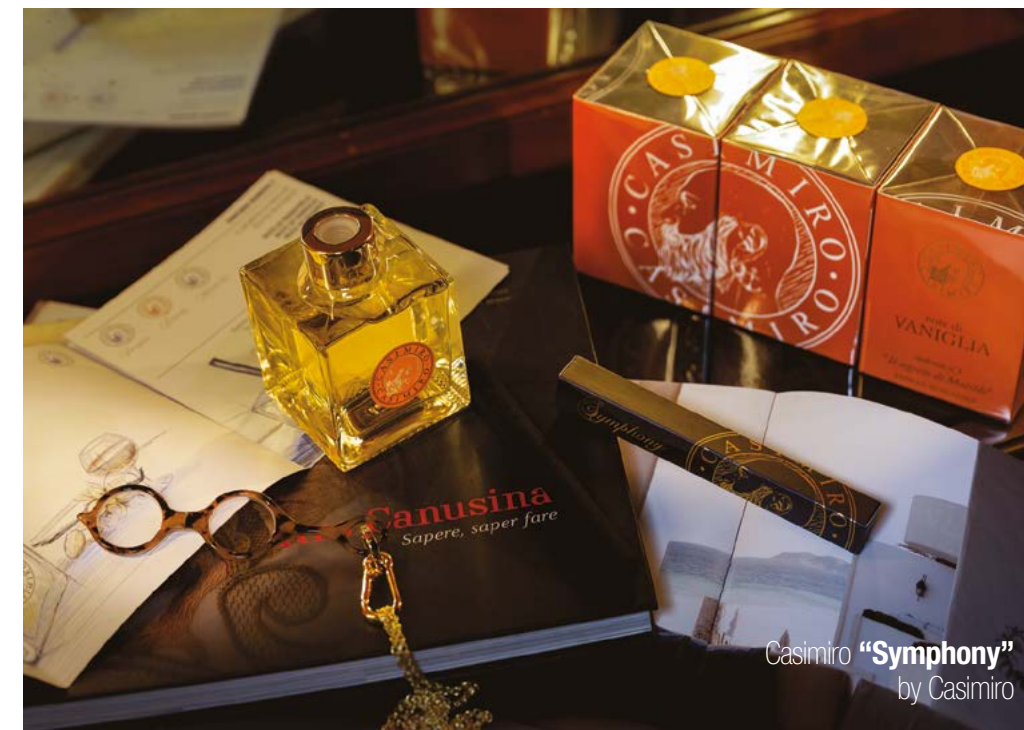
Right now, I’m working with young producers who are creating fragrance lines inspired by classic cocktail mixology—a fusion of taste and scent that results in truly unique and innovative perfumes. The worlds of food and fragrance may seem unrelated, but in truth, they are an endless source of inspiration.

And since I’m always on the move, I’m currently developing a line of edible perfumes, in collaboration with Michelin-starred chefs and niche producers with a long-standing tradition and a strong focus on the quality of raw ingredients.

Fragrances and scents: rising stars in the home? Is it a growing trend?

According to contemporary interior design principles, every environment should engage all the senses—and scent has revolutionized how we think about furnishing a space. When a room is imagined, designed, and created with the intent to stimulate multiple senses, it truly reaches its full potential.

The sense of smell is the most immediate and powerful link to emotions and memories, and for too long, it was overlooked. Only recently has it been strategically integrated into interior design. A fragranced space has the power to create a unique and enveloping atmosphere, which is why selecting a scent that suits each room is just as important as choosing furniture or artwork. Scented décor has both an aesthetic



and emotional impact, influencing mood and overall well-being.

What types of products are clients most interested in? Sprays, mists, candles, diffusers, sticks...?

In recent years, there’s been a clear increase in demand for home fragrances. Diffusers, sprays, and candles are seeing steady growth in sales, with trends pointing to continued optimism for the future. According to Fortune Business Insight, the global home fragrance market is expected to grow by 3.1% by 2027, reaching a value of \$27.63 billion. This notable growth presents a great opportunity for retailers—success will go to those who specialize, offer a knowledgeable experience, and engage customers directly in the store.

Can fragrances also help with customer loyalty?

Anyone walking past a bakery as fresh bread or cake comes out of the oven knows how irresistible that scent can be. That simple example explains how scent marketing works—a strategy that uses aromas to enhance or make a store visit memorable. Fragrance, along with music, visuals, lighting, and décor, contributes to creating

a pleasant, welcoming environment that emotionally influences customers, increasing their likelihood to buy. So yes, fragrance does help with loyalty. And olfactory marketing is no longer reserved for major brands—it's accessible to small and medium businesses that want to build a positive brand image.

You host “Olfactory Aperitifs” in-store to share fragrances through sensory experiences. Are there other projects like this in the works?

I've always imagined my store as a place of encounters and exchange. The Aperitivi Olfattivi aren't just moments to promote new products—they become opportunities to share ideas and inspirations. I believe the best projects come from collaboration—working together, combining diverse skills, and enriching each other.

At Casimiro, you might stumble upon an exhibition on Irish nationalists, a video on the Grand Tour, poetry readings, or tastings of limited-edition panettone, artisanal cookies, and fine cho-

colates. And there's always a glass of sparkling wine at the ready!

Tell us about your custom fragrance, “Cento per cento Casimiro.”

It was one of the first things I created when I fell in love with perfumery. Cento per cento Casimiro is me—my vision of art and beauty, of a culture and lifestyle that thrives on weaving together different forms, disciplines, and inspirations. I developed a true olfactory logo that embodies my store's philosophy. With my voice I tell the story of a scent journey, the shop windows bring it to life visually, and the fragrance completes the immersive experience.

Before we say goodbye, do you have a style tip for our readers?

Yes: choose objects for your home—and for gifting—as if they were part of a journey. Let them carry a lived experience. It's not just about buying things, but about creating a relationship, building a shared path toward beauty and well-being. □



Fragrance selection by **Casimiro**

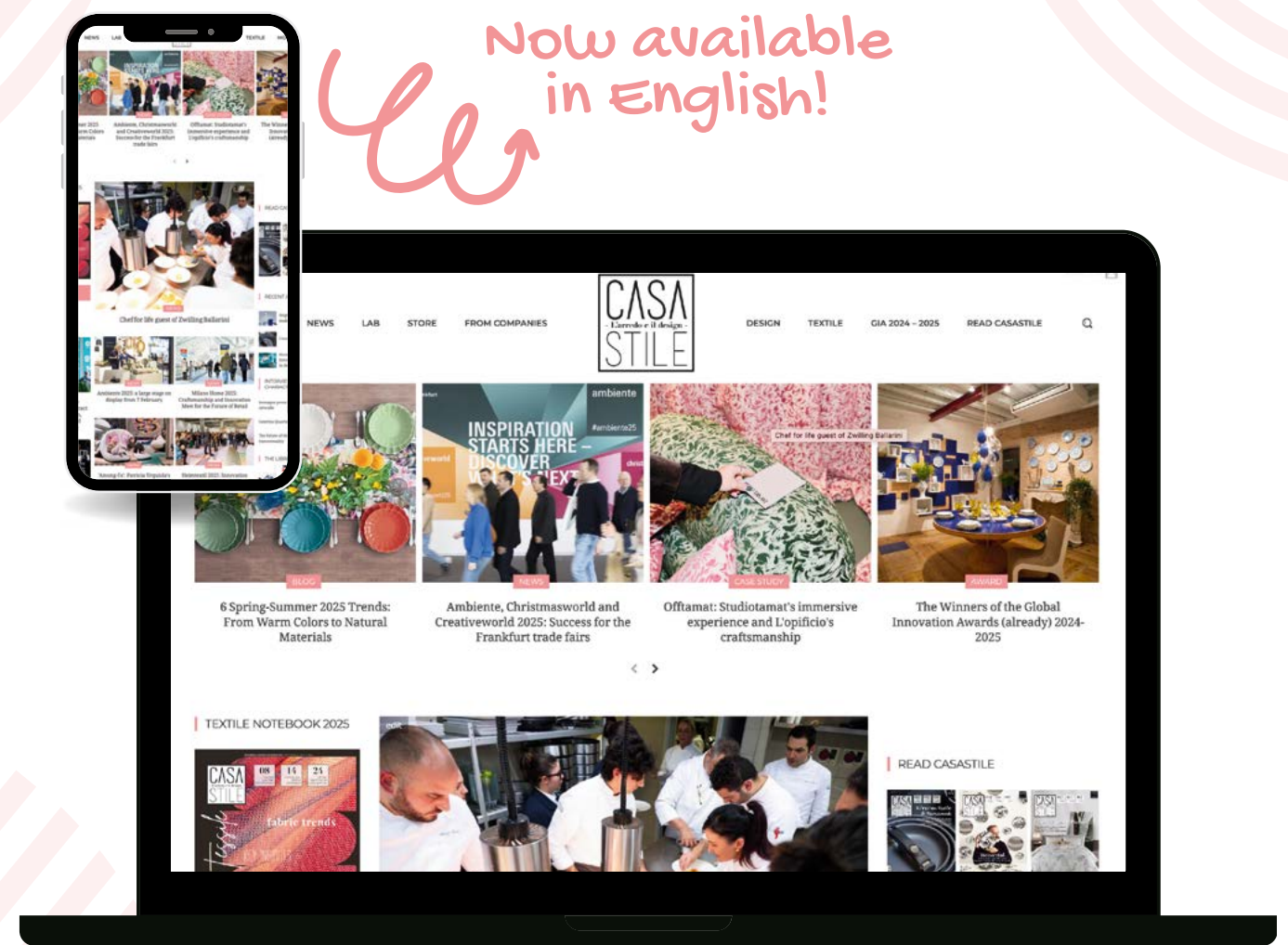


Marco Merola - Casimiro

After an early career in the fashion world, Marco Merola blended his passion for aesthetics, interiors, and home décor with a profound exploration of fragrance—the invisible force that seduces and leaves indelible marks on our memory. As Creative Director of Casimiro Fragranze, he has also developed numerous home fragrance lines for other brands, including Belforte Fragranze Italiana, for which he led a complete rebranding process that culminated in *Extrait*: a collection of home perfumes inspired by a sensory journey through Italy—a true olfactory Grand Tour across the country's most iconic locations. In 1998, in the heart of Reggio Emilia, he founded Casimiro, a contemporary concept store that merges creativity and innovation, bringing together fine fragrances, interior décor, and design objects. This distinctive space was awarded Innovative Store of the Year in 2020 by GIA and Casastile, and contributed to Merola's regular presence at Milano Home, the international trade fair where he conceived the Aperitivi Olfattivi—a multisensory experience of scent, color, and sound. Always engaged with the next generation, he recently launched a partnership with the Italian Perfumery Institute, confirming his role as both a trendsetter and mentor in the world of olfactory design.

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Bath linen: *towels, bathrobes,* SHOWER AND BEACH TOWELS

by Fabio Destefani



A soft velour cotton terry with an eye-catching yarn-dyed jacquard animalier pattern: **Carrara** introduces **Marianne**, available as a bathrobe and beach towel. The bold zebra print is enhanced by a contrasting lynx-skin-effect border, making the design even more striking. The two color options include the timeless black-and-white combination and a vibrant pairing of acid green with teal.

A welcoming bathroom is not just about aesthetics, but also mindful choices. Eco-friendly and durable fabrics such as bamboo and organic cotton offer softness and style without compromise. From towel sets to beach towels, here's how to combine well-being with environmental respect



The bathroom is a space of intimacy—a place dedicated to relaxation, well-being, and self-care—which is why it deserves special attention when it comes to accessories and linens. Once a strictly private room, it is now often proudly shown to guests. For this reason, even more than in the past, the bathroom needs to be as well-equipped and welcoming as any other room in the home.

When it comes to towels, it's more appropriate to talk about full bathroom sets rather than individual pieces. A typical set includes medium-sized face towels, small bidet towels, guest towels, and large bath sheets for full-body drying. Since these textiles come into direct contact with the skin, it's essential to choose high-quality, well-made items and avoid materials with potentially toxic components. Cotton remains the most widely used fabric for bath towels, though microfiber is gaining popularity due to its fast-drying properties. New interior design trends that prioritize sustainability encourage the use of raw, eco-friendly fabrics like linen and canvas.

For softness and absorbency, hypoallergenic cotton is the preferred choice. It comes in various weaves such as plush terry cloth, lightweight waffle weave, and elegant jacquard. Bamboo is another innovative and sustainable option—soft to the touch, hypoallergenic, antibacterial, and highly absorbent. Among the finest materials is Egyptian cotton, known for its luxurious feel. High-quality towels are typically made with long, dense cotton fibers that remain upright and do not flatten with use.

A bath mat's resistance to water defines its quality. Available in various shapes—round, rectangular, or square, depending on the space—top choices include cotton and chenille, both quick-drying and long-lasting fabrics.

Another essential bath linen item is the bathrobe, available in different styles, with or without

a hood, kimono collar, or high neck. The softness, breathability, and moisture-wicking properties of pure cotton terry make it a top pick. Terry cloth can be smooth or jacquard-woven, the latter adding intricate decorative patterns that enhance its elegance. Waffle-weave bathrobes, with their honeycomb-like cotton structure,



The **Gradazioni** collection by **Fazzini** is renewed this year with two brand-new color variants, joining the existing palette from previous seasons to celebrate greens and warm shades of pink through to terracotta. For the first time, the line also includes a bathrobe model, available in five different colors.





are absorbent and less bulky than terry robes. They come in classic white or a range of colors. In recent years, technical fabrics like microfiber have gained traction. While less absorbent than terry, they take up very little space. Rounding

out the bath linen collection is the beach towel, available in various sizes and made from materials such as cotton (soft and absorbent), microfiber (lightweight, durable, absorbent), or polyester (water-resistant and long-lasting). □

For beach days or poolside lounging, **Fazzini** presents the elegant **Stripes** collection, featuring its timeless pinstripe pattern, now also available in soft sky blue and dusty pink.



Natural WELL-BEING in the bathroom

by Francesca Guerini Rocco

COCOONING RITUALS



The ISOLA bathroom linen collection by Fazzini Atelier includes the classic set of hand towels and a bath sheet in cotton, enhanced by an elegant motif of three colored embroidered cordonettes: white piping on a white background, or paired with Cord or Bark shades.

The freshness of linen, the lightness of cotton, the softness of velour chenille, and the timeless caress of classic terry cloth. The new bathroom linens focus on natural fabrics, alternating soft hues with bold colors and vibrant patterns that instantly evoke a summer mood. Between endless moments of relaxation and high-energy spa-like rituals, the feeling of well-being is immediate

Memoria by Somma1867 is crafted from certified GOTS organic pure cotton percale with a honeycomb weave. Perfect for the summer season, this bathroom collection combines lightness, breathability, and a textured “light touch” feel that’s instantly recognizable.

A brand-new addition from Excelsa: starting in September, the new SPA towel collection will be available in three sizes (bath sheet 100x150 cm, hand towel 60x100 cm, guest towel 40x60 cm). A wide range of colors—red, orange, yellow, pink, green, blue, beige, and white—can be perfectly matched with the new coordinated colored terry slippers for a fully harmonized bathroom look.



Maximum absorbency and softness define the Caleffi towel set with guest towel, enhanced by a refined striped border. Perfect for those seeking a contemporary yet understated mood, the towels feature a microfiber exterior and a soft cotton lining. Available in white or blue.



Gabel1957 turns the home into a full wellness retreat, with natural fabrics as gentle caresses. The Naturae line celebrates sustainability with Fonte and Fiume, crafted in yarn-dyed jacquard terry made from pure hydrophilic cotton and twisted yarn, finished with an exclusive treatment. Fonte features a double sculpted motif, while Fiume showcases a frame-placed pattern.





Mirabello Carrara wraps summer in a soft embrace with its Ocean and Halaveli beach towels and bathrobes in vibrant patterns. Made of soft jacquard cotton terry, they feature high absorbency, crafted in plush velour and chenille terry, available in both short and long versions.



Made of high-quality yarn-dyed cotton, Fazzini's Gradazioni terry collection expands with new colors, turning the classic striped pattern into a year-round mood. Crafted from 500 g/m² mélange terry, the line includes guest towel (38x50 cm), hand towel (50x110 cm), bath towel (100x180 cm) and bathrobe.



Inspired by the relaxing, sunlit hues of the Mediterranean, Minorca by Caleffi dresses guest towels and hand towels in soft, lightweight 100% cotton terry, playing with sea-inspired shades for a fresh, breezy touch.

Hermet Home Luxury presents the refined jacquard terry collection in 100% cotton by Laura Biagiotti. Made in Italy from the finest cotton, the line includes towels in various sizes, featuring soft hues, animalier patterns, and elegant tone-on-tone graphics.





Lanerossi blends the freshness of linen with the softness of cotton in the Acanto collection (60% cotton, 40% linen), distinguished by a decorative border with geometric patterns. Available as a bath towel, classic towel set, and shower mitt.

Cassera adds a touch of refined elegance to classic white terry with colored double bourdon embroidery. The hand towel, guest towel, and bath sheet can be matched with solid-color towels (available in various shades) made from premium 500 gsm ring-spun cotton, offering ultra-softness and durability even after numerous washes.



Horomia kicks off the Spring Summer 2025 season with four new laundry fragrance essences designed for summer: Mocha Mousse, Heavenly Flowers, Sugared Almonds, and Sea Breeze—a flawless blend of marine and floral accords, gourmand notes, and enveloping harmonies.

by Francesca Guerini Rocco

The fresh SCENT of laundry

The sweet notes of vanilla and the soft touch of talcum, the intense aroma of cedar and the sparkling freshness of citrus fruits—laundry fragrances come in a wide variety, all carefully formulated to be gentle on delicate fabrics, the environment, and our skin. To keep your laundry always fresh and impeccably scented, just choose from the many new options available: maxi bottles, single-use formats, or gift sets, all designed for use in the washing machine, for hand washing, and even in the dryer

SOFTNESS
IN EVERY
WASH

Long considered an aphrodisiac essential oil, Ylang Ylang is known for its sweet, floral, and intense scent that promotes relaxation. Just like Fior di Ylang n29 by Fulual: free from nickel, parabens, mercury, and zinc, it's designed for both laundry and tumble dryers.

Perfect as a gift idea, the Fulual gift box contains 5 essences to choose from among 30 different fragrances (from argan to vanilla, patchouli to talc) in a 100 ml format. Suitable for both hand washing and machine washing, they keep laundry always fresh and impeccably scented.



A collection full of intoxicating fragrances for long-lasting freshness: Chiara Firenze presents its 150 ml bottles made with refined and persistent essences — from delicate notes like talc and dog rose to more intense ones like amber and citrus — turning the daily act of doing laundry into a true olfactory ritual. Whether used in the washing machine or for hand washing, every drop is a treat for the senses.



With its citrusy, refreshing, and energizing bouquet, Locherber's Citrus Coral trigger spray infuses linens with the sparkling vitality of the Caribbean and the magic of Florida. Pink grapefruit, orange, mandarin, and lemon blend with lily of the valley and vanilla to create a sensually enveloping fragrance — also available in an eau de parfum version.



Le Esenze di Elda turns every dryer cycle into a fragrant experience with its Dryer Power Pods, available in a variety of scents (Perla, Thomas, Ylang Ylang, Topazio, Dolce, Diamante, You Go, and Lavender). Designed to enhance the longevity of coordinated laundry fragrances, these reusable pods offer up to 20 drying cycles per pack, ensuring long-lasting freshness every time.

Muhà blends bergamot, peach, and Damask rose with hints of geranium, cyclamen, orchid, cedarwood, sandalwood, and musk to give garments a long-lasting and persistent fragrance. The Diamond laundry scent is a true concentrate of freshness.



Mirabello Carrara launches *Fleurs*, a concentrated liquid fragrance for laundry, made entirely with 100% Italian essences. Suitable for all fabrics, it is both delicate and long-lasting, releasing its scent from the laundry into wardrobes and throughout the home.



Just one or two caps of *Brezza Marina* by Officine Naturae in the washing machine are enough to care for your laundry while releasing scents of sea salt, citrus, and marine blossoms. This concentrated laundry fragrance is made with natural essential oils, 100% biodegradable ingredients, and is AIAB Bio Eco Detergenza certified, ensuring it's safe for both skin and the environment.



Designed for those who love to choose their fragrance based on mood or moment, the *Muhà* Profuma Bucato Discovery Kit includes 16 single-use sachets of 10 ml, each featuring a different scent. Perfect for alternating as desired or discovering the essence that best suits your wardrobe.



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