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REDISCOVERING THE
ART OF THE TABLE

Moneta

150 Years of Italian Cookware Excellence





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EDITORIAL

Christmas store: a celebration for the five senses

As you'll see, this issue is a parade of products designed for Christmas sales, each chosen to highlight its affinity with four of our senses: smell, sight, hearing, and touch. These are items meant to fulfill every desire for beautiful things that inspire us to dream—especially during the time of year when we all want to give special gifts to the ones we love. Think of ambient fragrance containers that double as precious objects, like Fornasetti's "jar," sparkling tableware, glasses and cutlery that delight the eye and ear with red and gold accents, and embossed decorations on fine porcelain, 3D carpets, or a lamp shade carved from marble—unique pleasures to touch. The products selected for this issue offer an impressive variety of novelties perfectly suited to the season—one that represents the most important sales period of the year.

But I believe this sensory thread—smell, hearing, sight, touch—can also be the perfect formula to prepare shop interiors in an exclusive way this season, wrapping the customer in a calming atmosphere that makes even the act of buying gifts feel special. Scent is the first stimulus our brain registers, and a pleasant fragrance—perhaps one tied to childhood memories—helps break away from the everyday. So scenting your store with holiday-associated aromas like citrus, clove, cinnamon, pine, or resin could be a great start.

A background of classical Christmas music is essential to create a welcoming and cocooned atmosphere, gently distancing the mind from too much rationality. Then there's lighting, both inside and out, carefully composed with shadows and warm, tasteful decorations that invite people in, enhance product displays, and bring joy to the eyes.

In this delightful sensory ensemble, tactile pleasure mustn't be left out—starting from the floor, with soft carpets or rugs, to cozy seating with cushions made from irresistible fabrics. For customers who take a moment to sit down between purchases, why not offer a cookie or a slice of fine panettone? It's a sweet way to engage the fifth sense—taste—and make the shopping experience all the more indulgent.

SEGUICI ANCHE SU



Nicla de Carolis

150 Years of Moneta

DESIGN, INNOVATION AND SUSTAINABILITY at the heart of Italian kitchens

With an eye to the future and deep roots in tradition, Moneta has spanned three centuries and continues to renew its range of cookware and utensils as it celebrates a major milestone. Innovative materials, a short supply chain, and new collections reflect a fully Italian journey driven by research, design, and responsibility



Founded in Milan in 1875, Moneta has over the years become a point of reference in Made in Italy cookware. Headquartered in Mondavio (PU) and part of the Alluflon Group since 2008, it has succeeded in combining artisanal quality, industrial vision and a focus on the evolution of home living. A journey that in 2023 also received official recognition: registration in the Register of Historic Brands of National Interest, promoted by the Ministry of Enterprises and Made in Italy. Innovation has been part of the company's DNA since its origins. As early as the late 19th century, Giuseppe Moneta introduced the technique of porcelain enameling to Italy; in the 1960s, Moneta was among the first to offer non-stick coatings on enamelled aluminum cookware.

The turning point came in 1986, with its entry into the Alluflon Group, marking a new phase focused on sustainability: from that moment on, a more conscious approach to material selection and responsible design began to take shape.

"Today, our journey is guided by the constant listening to consumer needs, who are increasingly attentive to what they bring to the table and the tools they use," explains Nicoletta Bruni, Deputy General Manager of Alluflon.

"For years we've been working to make our products safer, more durable, and more sustainable—starting with raw materials."

A tangible sustainability, based on numbers and precise choices: over 60% of Moneta's suppliers are located in the Marche region and 80% are Italian. The short supply chain allows for rigorous control, lower logistics impact, and a



On the two pages:
Armonia Finegres Collection by Moneta



Nicoletta Bruni,
Deputy General Manager of **Alluflon**

COVER STORY

strong connection with the territory. Raw materials are carefully selected: aluminum is also sourced from recycled cans, bakelite handles are enriched with natural fillers, and external coatings are water-based. Production efficiency is thus combined with transparent ethics, aimed at circularity and environmental responsibility. Since 2023, all new collections adopt Finegres®, Moneta's latest technological evolution. It is a natural coating free from PFAS, PTFE, PFOA, nickel, and heavy metals, combining safety, durability, cooking performance, and aesthetic value.

"Finegres® is not just a technology, but a concrete commitment to the environment and people's health," adds Bruni. "It blends performance, aesthetics, and responsibility: today it is our



flagship in the kitchen world."

But at the heart of Moneta's offering remains design, seen as an everyday and familiar language. Soft shapes, warm colors, and attention to detail convey an image of the kitchen that is welcoming, shared, and emotional. Moneta's design deliberately avoids aggressive or provocative aesthetics, choosing instead to gently enter homes, becoming a natural and reassuring presence. Each collection tells a story from Italy's material culture.

In the 1980s, the International Cooking line brought woks and paella pans to Italian tables, anticipating the opening to multicultural cuisine. In the 1990s, Zecchino revived vintage finishes and warm enamels. In the same period, products like Multipiastra and No-Smoke were created to respond to new ways of living the kitchen as a space for relationships. With the arrival of the 2000s, Moneta explored new design languages: the essential elegance of Total White, the high-end style of the Maxima line, the pop freshness of Monetavera.

Since 2015, sustainability has become increasingly intertwined with design, giving rise to lines such as Recy, Etnea, Aida, and Melodia. Recycled materials, patented solutions, advanced functionality, and a recognizable aesthetic have become distinctive elements of a coherent and

On the left:
Minerva collection by Moneta

On the right:
Armonia Finegres collection
by Moneta

contemporary offering. Today Moneta continues to stand out for a production vision that combines environmental awareness, design culture, and strong territorial roots. The anniversary represents not only a milestone to celebrate, but also an incentive to continue along the path of responsible innovation. The upcoming collections strengthen a strong identity, in balance between memory and future, tradition and technology, beauty and awareness.

In a market increasingly focused on material quality, product origin, and brand value consistency, Moneta confirms its leading role and continues to evolve without betraying its essence, telling—through every object—an all-Italian story made of daily gestures, simplicity, and care. A shared heritage that continues to live and renew itself every day, at the heart of the kitchen. □

www.moneta.it



Le Maître,
the celebratory pot launched
on the occasion of the brand's
150th anniversary



Celebrating a legacy: Minerva and Le Maître

To celebrate its 150th anniversary, Moneta presents Minerva, the first cookware line featuring a Finegres® stone-effect coating: a 100% natural ceramic surface, free from PFAS, PTFE, PFOA, bisphenol A, nickel, and heavy metals. The body is made of thick forged aluminum with a "Net Induction" base, ensuring rapid and even heat distribution on all cooking surfaces, including induction. The bakelite handles are attached using the patented Twin Block system, which guarantees stability, durability, and ease of use. Minerva is designed for those seeking elegance, versatility, and sustainability, offering high performance with very little fat, easy cleaning, and dishwasher compatibility. Available in sizes ranging from a 20 cm frying pan to a 28 cm wok and a 28x28 cm grill pan, as well as single- and double-handle casseroles, Minerva offers a complete and modern range tailored for contemporary cooking. In close dialogue with artisanal tradition, Le Maître also debuts—a limited re-edition of just 150 numbered pieces, created for the anniversary. It is a deep, round pot with a forest-green enamel finish, enriched with golden details that make it a nostalgic and refined icon. The design recalls Moneta's emblematic past shapes, reinterpreted in a contemporary key to enhance historical memory without sacrificing functionality. An object that, while celebrating tradition, looks to the future with the elegance and quality of Made in Italy.

How to optimize *product assortment in retail:* WIDTH OR DEPTH?

by Giulia Arrigoni

From product selection to seasonal turnover. Strategies to boost sales and enhance the customer experience

For small stores specializing in housewares and tableware—especially for those who have recently started their business—a well-organized assortment is essential to stand out and build customer loyalty. In an increasingly competitive market, the ability to carefully select, arrange, and regularly update the product offering can make a real difference, even without major investments.



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RIUNISCE INTORNO
A INNOVAZIONE E
ISPIRAZIONE

Ora che la fiera The Inspired Home Show 2025 si è conclusa con oltre 2.000 brand unici che hanno presentato 300.000 prodotti a partecipanti provenienti da 115 paesi, rivolgiamo la nostra attenzione alla 126ª edizione prevista per il prossimo marzo. La pianificazione è già in corso con l'espansione di aree speciali che sono state presentate quest'anno, tra cui il "Pet Products Pavilion", il "Candle Pavilion" e "Travel Gear & Luggage". Ognuna di queste aree offre ai rivenditori opportunità maggiori, ampliando anche le categorie tradizionali di articoli per la casa.

La novità più grande, però, è che i giorni della fiera cambieranno a martedì, mercoledì e giovedì, anziché durante il fine settimana. La reazione è stata ampiamente positiva da parte di rivenditori ed espositori, poiché abbracciamo il cambiamento culturale con la generazione più giovane che attribuisce maggiore valore a un equilibrio più sano tra vita privata e lavoro.

Non vediamo l'ora di vedervi a Chicago il prossimo marzo!

– DEREK MILLER, IHA Presidente & CEO

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Per maggiori informazioni contattate il nostro rappresentante IHA per l'Italia:
Tommaso Madotto, Tel: +39 346 3536872, Email: tommaso.madotto@gmail.com

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The first step is to know your products

A solid strategy begins with a careful analysis of the existing assortment. It's helpful to divide items by sales volume, seasonality, profit margin, and turnover. An effective method is the ABC classification:

- A: core, high-turnover products (20% of the assortment generating 80% of the revenue).
- B: supporting items, with steady but average sales.
- C: slow-moving or marginal products, to be reconsidered or promoted.

This approach allows you to focus investment on what truly works, while also simplifying stock management.

Categorizing to sell better

Reorganizing the assortment into logical product families enhances the shopping experience and improves space readability. Categories may include:

- Tableware: plates, glasses, cutlery, tablecloths
- Kitchen: cookware, utensils, storage containers
- Breakfast/tea/coffee: cups, teapots, mugs
- Gift/seasonal: themed items for Christmas, weddings, etc.
- Offers and end-of-line items

Clear signage and good in-store communication are essential tools to guide customers and boost up-selling.

A display strategy designed to encourage purchases

Store layout can follow a simple yet effective logic. The entrance area is typically used for seasonal products, promotions, and new arrivals. The central part of the store can showcase best-sellers or product combinations (e.g., table set + placemats) using a cross-merchandising strategy. Finally, the checkout area is ideal for small impulse-buy items such as kitchen gadgets or gift ideas. Even minor visual changes—without altering inventory—help refresh the perception of the offer.

Less is more: depth vs. width

Optimizing the assortment doesn't just mean "removing" or "adding," but finding the right balance between the offer, the space, and customer desires. In small stores, it's often better to reduce width (number of categories) and focus on depth (more variations of the most requested



items). Careful selection based on design, functionality, and seasonality allows small shops to stand out from larger generalist competitors. Today more than ever, this may be a smart choice, considering the growing importance of the web as a complementary sales channel.

Assortment management is crucial—and not trivial—but even with limited resources, there are useful tools to support it: lightweight retail management software or cloud-based systems for small retailers; even advanced use of Excel is effective for monitoring sales and categories using the ABC method. Finally, Google Forms is a free tool that allows you to easily create forms, surveys, questionnaires, or lists—useful for gathering more information about customer preferences and needs.

Building loyalty through creativity

This last activity can help you tailor your assortment based on customer preferences. For example, creating small thematic displays such as "Gift ideas for an elegant dinner" or "Designer breakfasts" helps inspire and stimulate purchases. But that's not all: customer involvement also helps build loyalty—an added value for any retail store. For this reason, it can be useful to continue gathering feedback even at the checkout area, perhaps during payment.

A simple question like "Is there something you're looking for and can't find?" shows attention and can turn into a valuable insight for future additions to the assortment—while strengthening the trust-based relationship with your customer. □



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Kitchen cutlery: evolution on the edge of tradition AND MODERNITY

by Patrizia Pagani

High-quality materials, hi-tech manufacturing processes, contemporary aesthetics, and a focus on sustainability—without overlooking a touch of artisanal craftsmanship. These are the key traits that define “premium” knives, to be conveyed to the market through highly targeted communication efforts, both in the media and at the point of sale



Essential tools of the culinary arts, kitchen knives represent a harmonious blend of precision and efficiency in the food preparation process. They are defined by two main features: functionality and ergonomics. Aesthetic appeal is also a factor to consider—although it’s undeniable that, since the dawn of time, a knife has essentially always been composed of a blade and a handle.

Broadly speaking, wide blades are suited for cutting vegetables and fruit, though they are less ideal for more general tasks; conversely, narrow blades are recommended for slicing raw meat or fish, but due to their shape, they are not well-suited for tasks like quick chopping. It is also worth noting that, despite the widespread popularity of multi-piece sets, most tasks in the kitchen are typically performed with just one knife—two at most. As a result, a savvy consumer might consider focusing on the purchase of a single tool that is easy and comfortable to use, and then gradually add other blades as needed, creating a truly personalized knife collection.

The product ranges offered by the leading players in the market are extensive and diverse, with countless models designed for specific purposes and features. In recent years, many innovations have been introduced, especially in materials—steel first and foremost—and their treatments, as well as in handle design, with the aim of optimizing balance and ergonomics.

The price positioning of a kitchen knife essentially depends on a set of attributes: the quality of the steel and how it’s processed, the sharpness of the blade (including how long the edge stays sharp), the balance between blade and handle—which determines grip comfort and ease of

use—and the overall quality of the handle. Choosing the ideal knife, therefore, should not be based solely on its cutting ability, but should take into account all these added values and focus on the culinary applications for which the tool will be primarily used.

In the consumer market, the most popular models include: the chef’s knife, ideal for precise cuts and smooth movements, the Japanese Santoku, recognizable by its shorter, wider blade, perfect for chopping, slicing, and dicing, the classic paring knife, generally used for peeling, the bread knife, with its signature serrated blade, and more specialized tools such as filleting knives for fish, boning knives for meat, and the various types designed for cutting and serving cheese.

Classic craftsmanship & contemporary functionality

Artisanal cutting combined with meticulous attention to detail and targeted, sustainable modern technological choices.

“The main strengths that distinguish our wide and versatile range of kitchen knives,” explains Andrea Toscani, Marketing Manager at Coltellerie Berti, “are artisanal manufacturing, functional and aesthetic design, longevity, and long-lasting sharpness. In a constantly changing world, we integrate into our production method only those technological processes that—though carried out manually—would not significantly diminish the product’s artisanal value. Each knife is made by a single craftsman from start to finish, as confirmed by their initials engraved on the blade. In addition, the shapes of the handles and blades follow ergonomic principles

and a classic aesthetic, though reinterpreted with a contemporary touch.”

Other distinctive quality elements aim to enhance efficiency, sustainability, and the user experience: starting with the high-carbon stainless steel blades, a material that provides excellent corrosion resistance and edge retention, and continuing with handles made from natural, durable materials (such as horn, olive wood, or boxwood), or alternatively, from eco-friendly technical materials.

“Added to this,” Toscani notes, “are a design tailored to today’s consumer—ensuring ergonomic balance between blade and handle, modularity, and a variety of shapes—sustainable packaging, efficient processing (in terms of optimized workflows and reduced energy consumption), and made-to-order production to avoid surplus.”

The result is a production philosophy that speaks the language of uncompromising quality,



appreciated by both professional chefs and cooking enthusiasts.

The company’s innovation policy is inspired by the past, an approach effectively summed up by the term “retro-innovation”: a choice that runs counter to the logic of standardization and assembly lines, applying technology selectively so as not to compromise craftsmanship, and prioritizing the form-function relationship—as evidenced by collaborations with contemporary designers and constant attention to trends, all while maintaining a classic style.

A clear and recognizable identity is also built through its communication strategy.

“Our activities,” Toscani explains, “range from traditional media—such as appearances on TV shows, features in specialist magazines, and partnerships with top chefs and restaurants—to a strong presence on major social platforms, an institutional website (designed not only for e-commerce but also for communication), and participation in the industry’s main trade fairs.

In retail, we support retailers with various tools designed to enhance the product and engage end customers: POP materials, live demonstrations and in-store activities, staff training, digital support and storytelling (i.e., digital content that can also be used by retailers on their own social channels or websites, collaborations with bloggers, journalists, chefs, and influencers to boost brand visibility and generate traffic), experiential packaging, and knife personalization (e.g., engraving).”



When expertise is historically established

Zwilling is one of the oldest cutlery brands in the world, synonymous with tradition, long-lasting quality, and innovation.

“Our blades are made with exclusive steel alloys developed in our research labs and forged from a single piece of metal using Sigmaforge® technology,” says Valentina Casotto, Marketing Manager at Zwilling Ballarini Italia.

“In addition, our proprietary cryogenic treatments—such as Friodur—ensure high steel hardness, long-lasting sharpness, and excellent corrosion resistance. The ergonomic design of the handles provides a comfortable grip and safe cutting direction, even for less experienced users, while the variety of blade shapes, heights, and lengths allows us to meet the most versatile cutting needs. Our attention to detail also extends to accessories: our self-sharpening blocks, equipped with ceramic inserts, keep the blades sharp with every use, ensuring optimal long-term performance.”

In the company’s vision, long-lasting quality is the first ingredient of sustainability.

However, Zwilling has also introduced cutlery lines made with a more eco-friendly stainless steel, whose carbon footprint is reduced by over 50%, and packaged in plastic-free materials. Innovation remains a key ingredient in the recipe for development.

“For us, innovation means combining experience, research, and vision to better meet the needs for precision and functionality of our end users,” Casotto explains.

“We recently launched the Zwilling Spectrum line, made with low-carbon-footprint steel, which represents for us a perfect balance between aesthetics, performance, and environmental responsibility. Each knife has been designed to

The **Zwilling Spectrum** chef's knife, forged from a single piece of steel.



offer outstanding professional handling thanks to the quality of the forging process and an ergonomic Micarta handle—moisture-resistant, non-slip, and with an elegant fabric-effect finish. The curved bolster also ensures a safe yet comfortable grip.”

Media and in-store communication is another essential element for achieving strong sales performance.

“In terms of traditional media, our visibility is constantly reinforced by our well-established presence on popular TV shows such as È sempre Mezzogiorno and MasterChef Italia, where our products feature prominently in the on-screen kitchens,” says Casotto.

“But we also invest significantly in social media activity, through an editorial plan supported by prestigious collaborations with influencers and content creators, as well as partnerships with

The Micarta handle of the **Zwilling Spectrum** knife.



prominent chefs—such as starred chef Andrea Berton, our brand ambassador. Not to mention our training activities at hospitality schools and major professional cooking academies, aimed at educating future chefs on the importance of using high-quality cutting tools.”

On the retail front, the company provides comprehensive support with a full package of in-store tools to enhance the range and deliver a high-level shopping experience: dedicated materials, promotional initiatives, and live demonstrations.

“More recently, we have also introduced monthly media kits that retailers can personalize based on their specific commercial needs.”

Valentina Casotto,
Marketing Manager
**Zwilling Ballarini
Italy.**



Know-how defined by quality, style and performance

Another century-old tradition in knife making is that of Opinel, whose origins date back to 1890. “In addition to our well-established manufacturing expertise and full control of the production process at our factory in Chambéry, in the heart of Savoie—ranging from handle processing to blade sharpening—our brand stands out for several highly appreciated distinguishing features,” says Xavier Bonnard, Export Area Manager for Southern Europe and Latin America.

“From functional and elegant design to the quality of the materials used—European-origin steel, wood from sustainably managed French forests (PEFC certified), polymers reinforced with glass fiber, etc.—as well as the excellent blade sharpness (thanks in particular to a 15° sharpening angle per side), eco-consciousness (in both product and packaging design), robustness, and durability.”

The company remains constantly committed to developing well-positioned and complementary product ranges: the kitchen knife lines Parallèle, Intempora, and Les Forgés reflect an approach aimed at covering various price segments and clearly differentiated target audiences, from passionate amateurs to experienced chefs.

This drive for continuous growth is also demonstrated by the current expansion of the factory,

which will further increase its production and logistics capacity. Innovation is deeply rooted in Opinel’s DNA.

“Innovations have shaped our entire history,” Bonnard continues. “Consider the invention of the iconic N°8 knife by Joseph Opinel in 1890, the creation of the Virobloc® safety ring by Maurice Opinel in 1955, and this year’s launch of Néo6—featuring the revolutionary OPI-FLEX® mechanism with no locking system—which transforms the user experience through its modern design: compact (under 10 cm when closed), lightweight (under 25 g), with a rounded-tip blade and an especially refined and chic design. It’s available in three noble woods: walnut, olive, and ebony.”

With the aim of reaching and building loyalty



“Intempora N.216” bread knife, **Opinel**.



Xavier Bonnard, Export Area Manager for Southern Europe and Latin America at **Opinel**.

Opinel “Les Forgés 1890” - chef, carving, and kitchen knife trio.

among Italian consumers as well, the company adopts a mix of carefully integrated communication activities. “In a world shaped by the omnipresence of social media and a constant flow of information, communication today is more essential than ever for any company,” says Bonnard. “To meet this major challenge, Opinel communicates actively and dynamically through its website (also available in Italian) and on social media (Instagram, Facebook), while also collaborating with influencers in the lifestyle, kitchen, and tableware sectors, and working with a dedicated press office.”

As for BTL (below-the-line) initiatives, the company supports retail outlets with attractive and functional displays, as well as customized POP/POS materials aimed at enhancing the visibility and presentation of its range.

“We also carry out regular visits to our clients and send them specific commercial offers via newsletter—the latest, for example, promoted our olive wood collections, a material highly appreciated in Italy.”

Needless to say, the olive wood used in Opinel knives is sourced directly from Italy.

Ergonomics, performance, and trendy design

Always in search of the perfect cut, paired with top-quality materials and design choices that combine ergonomics, performance, and style—these are the defining features of the knife range under the Berkel brand.

“The blades are made of stainless steel 1.4116-X50 Cr Mo V15, heat-treated to reach a hardness of 59/60 HRC, an ideal value to ensure high resistance, long-lasting edge retention, and ease of sharpening,” explains Fabrizio Del Ben, Production Manager – Cutlery at Van Berkel International.

“Production using electrical upsetting also enables a more sustainable and precise process, with less waste and lower energy consumption. A perfect example of our user-focused approach is the Teknica line, developed in collaboration with industry professionals, featuring an ergonomic handle made of high-strength thermoplastic polymer, with a non-slip ‘rough’ finish and double texture that ensures a firm grip even with wet hands. Inside the handle, steel spheres balance the weight of larger blades, improving

handling and reducing fatigue even during prolonged use.”

A set of features that makes the company’s offering not only efficient and long-lasting, but also aligned with the needs of today’s consumer—who is increasingly attentive to performance, aesthetics, and sustainability. Innovative momentum is another key strategic driver.

“For us, innovation moves along three main axes: advanced ergonomics, aesthetic research, and everyday functionality,” continues Del Ben. “Our collections are designed to deliver professional results even in home kitchens, with special attention to material quality, safety, and ease of use. Our latest release is Berkel Color Bistecca, a Made-in-Italy steak knife line available in six colors, combining high cutting per-

“Teknica” line by **Berkel**.



formance with trendy design. It's also dishwasher safe; the elegant and functional four-piece monochrome packaging makes it perfect for both personal use and gifting."

On the marketing front, Van Berkel invests heavily in brand building through emotional storytelling, highlighting the identity of the "Berkel Red" and the craftsmanship of its products.

"Our communication unfolds across traditional media but with a growing focus on social media and visual digital content, where product design and food appeal take center stage," notes Alessandra Sganzerla, Brand Communication Manager.

"Collaborations with chefs and influencers in the sector also help to amplify brand visibility among end consumers."

At the point of sale, the company provides retailers with targeted and customizable tools to best showcase the range: "We offer dedicated displays, including a rotating stand and a counter or wall-mounted showcase—ideal for highlighting the elegance and quality of the products. On request, we also provide training for sales staff, to deliver technical know-how and effective commercial arguments. In addition, we supply a wealth of informational materials in both print and digital formats and are also available to create custom graphic solutions".



Fabrizio Del Ben,
Production Manager — Cutlery
at **Van Berkel International**.



"Bistecca Color" knife line by **Berkel**.

An inspiration drawn from the samurai swords

A focus on blade excellence. A name of great prestige in this regard is Global, the renowned "Made in Japan" knives created in 1985 by Komin Yamanda and produced by Yoshikin in Niigata.

"This year the brand celebrates 40 years of history," says Dietmar Schönhuber, owner of Schönhuber, the distribution company that has exclusively handled Global's lines in Italy for 20 years.

"Even today, each knife is produced with the same meticulous care and craftsmanship as always, and undergoes extremely rigorous balance tests to ensure perfect handling. In terms of both materials and aesthetics, Global products are considered among the best in the world. First of all, because they are made using a high-carbon stainless steel called Cromova 18, ice-tempered and hardened to 56–58°C Rockwell—guaranteeing long-lasting durability and, therefore, a lower environmental impact."



G-81 cm hollow
edge vegetable knife.

"In addition," he continues, "the blades are sharpened by hand on both sides, but—unlike Western equivalents—the cutting edge is ground straight and steep, creating an acute angle that makes Global knives significantly sharper and able to retain their edge longer."

Design is also a key element: "The manufacturer has always followed the most innovative trends, creating kitchen knife lines that meet the needs of professional chefs as well as home cooking enthusiasts—tools that are practical and easy to handle, yet capable of delivering top-level performance. Today, the range includes 160 models, able to meet virtually any food preparation need or function."

A deep-rooted tradition does not prevent a strong openness to innovation and research.

"For the upcoming holiday season, for instance, we're getting ready to launch a major new product," announces Schönhuber.

"It's a knife with DLC coating—a type of treatment that gives shiny surfaces a deep, brilliant black while offering high resistance to acids, bases, and other aggressive agents, as well as superior scratch resistance. This coating also gives the knife a low friction coefficient, making it even easier to use, safer, and higher-performing."



Dietmar Schönhuber,
owner of **Schönhuber**



Global knives.

Global's market strategy in Italy relies on highly specialized marketing.

"For years, we've supported the brand with communication initiatives focused on trade publications and public relations with consumer lifestyle journalists," says Schönhuber.

"Regarding our presence on social media, we've developed an editorial plan with specially curated content, which we publish across our profiles. With our retailers, we establish selective agreements that must be followed in terms of product display and assortment, in order to stay aligned with the prestige and quality of the Global brand."

To support retail partners, the company provides displays and POP materials to enhance product presentation in stores, along with marketing initiatives designed to engage end consumers directly.

The retailer's role is key in the purchasing process

In a rather challenging economic climate like the current one, it's no surprise that—from the consumer's perspective—keeping spending under control is a top concern, even when purchasing kitchen knives.

"In recent months," notes Tommaso Vertemati, Co-owner and Purchasing Manager of the Casalingshi Mambriani store in Milan, "we've seen growing customer interest in more durable products—tools that help reduce waste caused by frequent replacements due to low-quality items. The prevailing trend, in short, clearly favors higher-quality cutting tools. When customers ask us for advice on knife sets for home use, we always suggest buying perhaps one less item, but making sure it cuts well, is made by specialized manufacturers, and can be resharpened over

time. Steel remains the most requested material—especially German and Swiss for household use, and Italian-made products in the Ho.Re.Ca. sector—while Japanese knives are mainly chosen by enthusiasts or as gift ideas.”

The cutting tools category lacks sufficient promotional materials to support in-store turnover. “Manufacturers and distributors often provide us with POP materials, but when it comes to knives specifically, only a few still offer flyers or other promotional elements for the point of sale,” says Vertemati. The first sell-out strategy, however, remains staff training, since store assistants—especially when it comes to knives—must always demonstrate product knowledge and be able to explain features.

“That’s why we ask companies to visit us and explain their collections,” he adds. “On our end, with an educational purpose in mind, we make sure to regularly feature our stocked items on social media, to show potential users how each

knife is used, what quality features they offer, and the differences between brands and price points. Sometimes we also organize in-store demonstrations (not for knives, but for related accessories), and we offer a sharpening service as post-sale support.”

Moving from North to South, a different approach to the knife category emerges.

At Galati Home Design, a retail business in Capo d’Orlando (province of Messina), customers seem to prefer classic wooden knife blocks with stainless steel finishes.

“Even in the knife sector,” explains Alessandra Galati, Co-owner of the Sicilian store, “new lifestyles, technological evolution, and increasing globalization push us daily to search for new tools and solutions to effectively serve our market. We must avoid getting stuck in outdated models, observing the world with a 360° view and focusing on the directions our target customer’s desires are taking.”

This means investing in research, technology, and assortment, by following—if not anticipating—emerging trends, while also paying more attention to store layout and product storytelling to maintain the human connection, which physical retail must nurture as much as possible to counter the growing threat of eCommerce.

“Regarding knives, counter displays and promotional signage are the main communication tools that companies provide us to support their product lines and stimulate sell-out,” Galati continues.

“But our real strength remains the direct relationship with the end customer, who wants to be guided step by step through product selection with clear information and advice on functionality and materials.”

In short, their commercial strategy remains unchanged despite the times: enhance the product through proper presentation and support the customer throughout the shopping experience. □



Alessandra Galati, co-owner of “**Galati Home Design**”.



Tommaso Vertemati, co-owner and purchasing manager of “**Casalinghi Mambriani**”.



Le cose di casa

Vittorio Marchis

Codice Edizioni

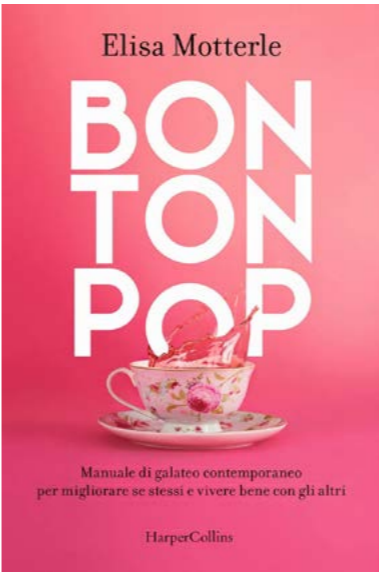
We’re so accustomed to the objects that surround us that we often forget each one carries a story—sometimes a very important one. This book reminds us of that, as it takes us room by room, object by object, through a varied, chaotic yet always vibrant catalogue of the world; a social history that doesn’t need to be sought in museums or interior design magazines, because we live it through our daily gestures. A history that is, in fact, our true history. Between curiosities and anecdotes, these pages reveal the refrigerator patented by Einstein, the real inventor of the telephone, the accidental discovery of how microwaves could be used in cooking, the supposed harmful influence of sewing machines on the morality of 19th-century female workers, and much more.

La tavola delle feste

Fabiola Marchet

Libri Sandit

Looking for practical tips on how to set a Christmas table in an original and elegant way? Then this book is for you. The author starts from the idea that today, creating a beautiful mise en place doesn’t just mean laying down a starched tablecloth and bringing out your finest dinnerware. On the contrary, what truly matters is perfecting the art of seeking, of crafting something by hand—a place card, a napkin ring—using leaves, flowers, and berries found in a garden, a field, or a forest. Even ordinary household items, sometimes on the verge of being thrown away, can be repurposed creatively! Setting the table well means letting the individual elements speak for themselves. It’s about breaking the traditional rules of mise en place, where cutlery and glasses find a new position, regardless of what etiquette dictates. The table settings presented in this book are varied: it’s up to each of us to choose the one that suits us best!



Bon Ton Pop

Elisa Motterle

HarperCollins

Many consider etiquette to be an outdated code, based on rigid, timeworn rules no longer suited to navigating the fast-paced complexity of modern life. Elisa Motterle—dubbed “the face of third-millennium etiquette”—thinks quite the opposite. In her view, “Etiquette is the ecology of human relationships: a way to care for the environment around us, benefiting both ourselves and others.”

In this book, the author transforms traditional etiquette rules into practical tools that help us build confidence, improve our relationships, and foster a climate of mutual respect. Contemporary lifestyle is explored from many angles: from the key elements of making a great first impression to WhatsApp group etiquette; from how to address a client service to express a complaint, to the logic of table settings suited to different occasions.

goodbye cords: ZWILLING XTEND *brings freedom to the kitchen*

ZWILLING launches the XTEND cordless system with a 12V interchangeable battery for blender, hand mixer, and handheld vacuum. Up to 120 minutes of runtime, and a design awarded with the iF Design Award and Red Dot Award 2025

The Kitchen of the Future Has Arrived, Signed by ZWILLING. The new ZWILLING XTEND Cordless System marks a paradigm shift in the world of kitchen appliances, finally freeing both home cooks and professionals from the limitations of power cords—without compromising performance.

An all-in-one system for total freedom

At the heart of this innovation is a 12V lithium-ion battery that powers an entire range of devices: immersion blender, electric hand mixer, handheld vacuum, and compact charger with power bank function. The true genius lies in the interchangeable battery, which works across all devices—eliminating the need for multiple

charging units and optimizing kitchen space. With up to 120 minutes of autonomy, the ZWILLING XTEND system allows for uninterrupted culinary sessions. From blending creamy smoothies to mixing complex batters, and finishing with post-prep cleanup, everything flows with a smoothness never experienced before.

Professional-level performance

The system's intelligent Battery Management System (BMS) is its crown jewel. This advanced technology maximizes energy efficiency, ensu-

res long-term performance consistency, and significantly extends battery lifespan. Fast charging is another key feature: just 15 minutes delivers 20% charge, and a full charge takes only 90 minutes with a 30-watt adapter.

Each device has been designed to excel at its specific function. The immersion blender features a BLDC motor (Brushless DC) with soft-start, greatly reducing splatter during use.

The hand mixer offers three selectable speed levels and comes with two versatile whisks and two dough hooks. The handheld vacuum, despi-



At the heart of the XTEND system is the removable battery, designed to be swapped out in an instant with a simple gesture. One click is all it takes to switch from one accessory to another—seamlessly and with maximum convenience.

te its compact size—small enough to fit in a drawer—delivers powerful suction exceeding 4000 Pa.

Internationally awarded design

The design of ZWILLING XTEND is no acci-

dent—it's the result of the creative work of renowned designers Matteo Thun and Antonio Rodriguez. Their approach has led to a collection that perfectly blends aesthetic minimalism and functional ergonomics, creating objects that are as pleasing to look at as they are to use.

This outstanding design work has not gone unnoticed by international critics. ZWILLING XTEND has earned two of the industry's most prestigious awards: the iF Design Award 2025 and the Red Dot Design Award 2025.

The iF Design Award—assigned after evaluating nearly 11,000 entries from 66 countries by a jury of 131 international experts—recognized XTEND in the Product category, based on five core criteria: differentiation, form, function, idea, and sustainability.

The Red Dot Design Award, for its part, highlighted the quality, innovation, and strong visual impact of the collection, strengthening the brand's international reputation and underlining its vision: to offer smart, sustainable, and distinctively designed solutions.

Sustainability and practicality for the future

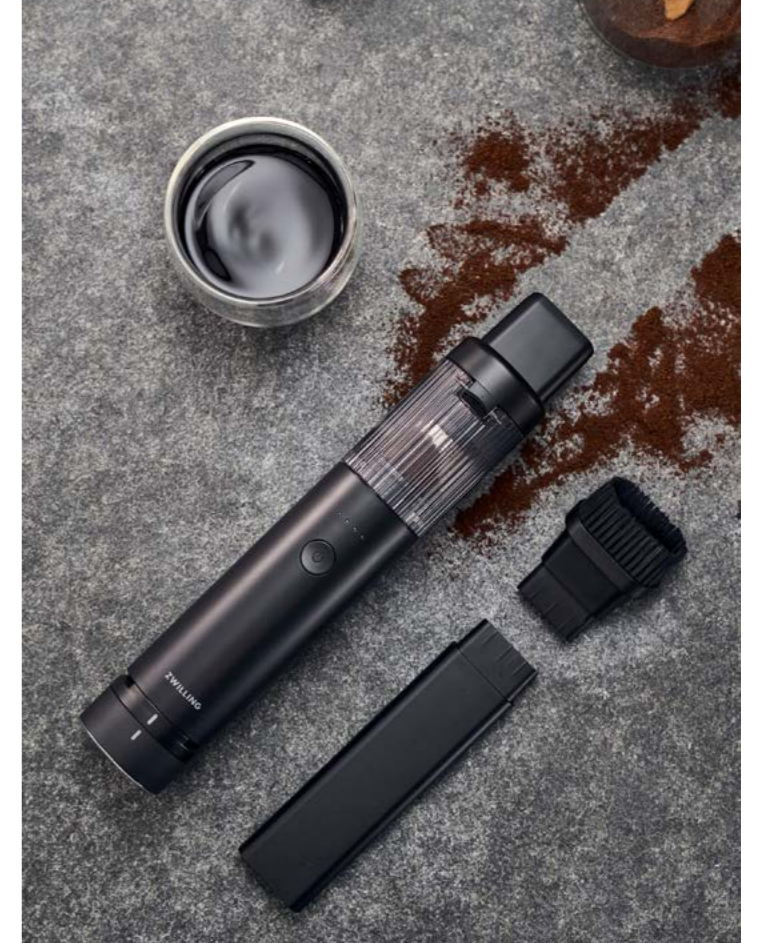
ZWILLING XTEND is not just a technological innovation—it's also a step forward toward a more sustainable kitchen. The interchangeable battery significantly reduces electronic waste, while the BMS system's energy efficiency promotes more responsible resource use.

The design philosophy goes beyond simply replacing a cord with a battery. Every detail has been reimagined—from the battery's strategic positioning inside each device to the overall balance that ensures freedom of movement without sacrificing comfort or ease of use.

The ZWILLING XTEND Cordless System is available at ZWILLING flagship stores, selected retailers, and online at www.zwilling.it. □

The XTEND immersion blender allows you to quickly prepare smoothies, soups, and purées directly in the included 600 ml beaker.

The removable XTEND battery doesn't just power kitchen accessories: when paired with the charger, it can also be used as a power bank to recharge smartphones and other USB-C devices.



The compact and powerful handheld vacuum module is perfect not only for kitchen surfaces, but also for car interiors and small corners around the house. Thanks to its permanent stainless steel filter and replaceable HEPA filter, it effectively traps fine dust and allergens.



Classic or unexpected, THE MISE EN PLACE *is always impeccable*

by Francesca Guerini Rocco

Sweet is the Christmas porcelain collection by Weissestal, designed to dress up your table and home for the holidays. A must-have on the tree is the porcelain set featuring six festive silhouettes, each with a unique shape and decoration. Dishwasher-safe and microwave-safe, they're also perfect as napkin rings, place cards, or charming decorative accents.

A SENSORY CHRISTMAS: “SIGHT”

Some love setting up ever-changing table scenes, while others wouldn't give up the traditional Christmas atmosphere for anything. Between fairytale inspirations and playful touches, artisanal craftsmanship and precious details, the holiday table becomes a true stage for creativity — a place where everyone can interpret the spirit of Christmas in all its nuances, without ever compromising on style



A timeless classic that everyone loves: the hand-painted porcelain Christmas baubles from the Christmas Decoration collection by Easylife, perfect for decorating the tree with puppies, traditional motifs, ballerinas, and nutcrackers. They can also be used as unique place cards or small gifts for friends and family.



Desert succulents take center stage on the holiday table with the DESERT ROSE Collection by TAITÙ: 11 tableware pieces in Luxury Fine Bone porcelain, decorated underglaze and paired with 100% eco-friendly regenerated leather. A unique pastel palette ranging from green to blush pink, sky blue to deep red. The wreath of succulents becomes the iconic element of Christmas 2025, yet the collection's versatility makes it ideal for gifting and everyday use all year round.



Jardin Fleuri is the new napkin ring collection by Casarialto: six delicate creations in colored borosilicate glass, handcrafted in Italy and available in a variety of colors. Each flower is skillfully shaped by a master glassmaker, blending artisanal technique with aesthetic sensitivity.



Candlelight raclette by Cookut: a set of 2 mini raclette machines complete with tealight holders and two wooden spatulas. Simply place three tealights in the base to melt the cheese in the small pan – which also doubles as a lid – and serve a delicious treat directly at the table for each guest.

An unexpected folk style, reinterpreted in traditional Christmas colors, defines the Folk dinnerware set by EasyLife. Made from high-quality porcelain, the set includes 18 white-based plates, perfectly paired with a set of 4 colorful dessert plates.





The Christmas Eve collection by Tognana is a tribute to the magic of Christmas: with garlands and bells adorning cups and plates, all it takes is a white tablecloth to set a flawless festive table. The 18-piece stoneware dinner set includes a cake plate with serving spatula, as well as tea and coffee cup sets.



Ginori 1735 expands its exquisite Oriente Italiano collection with two new refined patterns: Aurum in white and Rubrum in red, both hand-decorated with pure gold. Oriente Italiano Gold includes tableware pieces, home décor items, and scented giftware, all of which can be combined with the existing color variations in the catalogue.



Playful and unexpected, the Babbo Yoga collection by Andrea Fontebasso 1760 features five ceramic figurines, each portraying Santa Claus in a different yoga pose. Designed for those who love to decorate their spaces with a lighthearted yet refined touch, it's the perfect gift to wish everyone relaxation and well-being—with a dash of humor.



Scalloped edges, little gifts, sweets and decorations in the center or along the rim, all framed by a delicate red border like a ribbon. The Toy's Delight collection by Villeroy & Boch includes a wide range of charming accessories to enrich your holiday table setting: from the small butter dish to the gravy boat with saucer, soup bowls to the teapot warmer, milk jug to placemats, and much more.



The light touch OF CHRISTMAS

by Francesca Guerini Rocco

Surprising details, precious textures, cozy gift ideas, and tactile elements that caress the skin — Christmas is also told and celebrated through home décor. Between lights, fabrics, unexpected shapes, and special effects, every piece becomes the star of an intimate and sophisticated atmosphere. A style to be touched by hand



Three-dimensional and sophisticated textures define the new decorative cushions by Lanerossi: Jasper, Kubik, and Geo stand out for their geometric lines and soft-touch surface, combining velvet patterns with an iridescent mood.

A SENSORY CHRISTMAS: "TOUCH"

A fun and playful gift idea: the Kutyna collapsible telescopic chair designed by Pierpaolo Rauco. Adjustable in height, it can be fully closed, transforming from a pouf into a chair or a stool. The body is made of transparent recyclable polycarbonate, enriched with embedded bubbles that recall the design of the 1950s and 60s, while the top and base are available in six translucent colors: green, orange, amber, grey smoke, dark smoke, and aviation blue.



What's better than a hot chocolate on a winter afternoon? Serve it in style with the Let it Snow porcelain set by Easylife, decorated with charming embossed Christmas motifs. The generously sized cups and mugs come with a practical lid to keep drinks warm.



Practical in the kitchen, yet beautiful enough to be used as a tray or centerpiece, In Taglio by knIndustrie—designed by Lara Caffi—is part of a collection that plays on the contrast between raw walnut wood and porcelain elements by Mutina, designed by Patricia Urquiola. The porcelain components are gathered and secured on a slim stainless steel base with a small retaining board.

The Toy's Delight collection by Villeroy & Boch is inspired by retro toys and childhood memories. Among the many porcelain and glass decorations—perfect as ornaments or tree hangings—you'll also find music boxes in a variety of charming shapes: nutcrackers, Christmas trees, Santa Claus, sleighs, gift boxes, and many more.



The evocative Velo table lamp by Bruno Tarabella for Budri is born from a simple, poetic gesture—shielding light with a scarf. Sculpted from Bianco Arabescato marble, the veil is as light as fabric and capable of diffusing a warm, enveloping glow. It blends artisanal tradition with digital experimentation, transforming stone into a luminous emotion.



Scenic and precious, the new Rouche centerpiece from Buccellati's Natura collection is a floral triumph. Entirely handcrafted and composed of an elaborate structure of poppy flowers, it is designed by Andrea Buccellati and created in accordance with the tradition of fine silversmithing.



An alternative to the classic wreath? The Mino Vase from the Motus/Mythos collection by Bosa, born from the creativity of Alessandro Corina and Paolo Stella. Its textured, rippled surface hides a series of small openings for inserting flowers and foliage, giving life to free and unexpected botanical arrangements.



Snails, leaves, butterflies, and berries scattered across the glass plate and illuminated by gold brushstrokes: Aurora Gold by Casarialto is a decorative glass plate meticulously handcrafted. The collection consists of four individual pieces, each combining the artisanal mastery of glassmaking with luxurious 24K gold leaf decorations.



Placed at the center of the living room or in the bedroom, the Puffy Loom rug by Fischbacher is an invitation to walk barefoot across its 3D weave, which alternates jute, New Zealand wool, and viscose, with a cotton warp. Wool and viscose are used for the pile, while jute and wool are combined in the flatweave sections, resulting in a dynamic mélange and 3D effect. The fringes are made from jute and wool. Woven on a vertical loom, the rug is crafted using traditional techniques. Size: 170x240 cm, available in two colors.

TRENDS

CHRISTMAS

Jacquard satin craftsmanship and classic style define the San Marco double bedspread from the Brera Collection by Mirabello Carrara, dressing the bedroom with an enveloping and sophisticated mood. Made of 100% cotton, available in white, beige, or pearl grey.



3D pattern in ultra-soft terry cloth for those who want to gift a touch of comfort: the set of slippers and bath masks, complete with Hexagon beauty pouch by Mirabello Carrara, is the perfect gift idea for a wellness-inspired Christmas.



Soft, fluffy, and wonderfully warm — the perfect winter throw. Rossi Story by Lanerossi is crafted using the finest artisanal techniques, woven from a luxurious blend of mohair and high-quality wool. Available in a wide range of bold colors — from blue to yellow to red — alongside more neutral tones. Size: 130x180 cm.



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The enveloping sound OF CONVIVIALITY

Cutlery and glasses that ring in the celebration

by Francesca Guerini Rocco

A SENSORY
CHRISTMAS:
"HEARING"

Inspired by traditional Italian Carnival masks, RCR's Tiki glasses are designed for serving cocktails, juices, and non-alcoholic drinks. Stackable and versatile, the new Pulcinella and Venezia glasses complete a collection that has already won the prestigious Tableware International Award of Excellence 2024 in the Casual Glassware category. Created to combine aesthetics and performance, they offer a unique collectible experience aligned with the house bartending trend.



The clinking of cutlery, the vibrant transparency of glass goblets, the cheerful chatter of guests, and the soft background music. The perfect convivial atmosphere is instantly recognizable because it "rings" with celebration and joy. And it is reflected above all in the mise en place, which elevates the style between classic charm and contemporary taste, with goblets mixing bold tones and precious materials, and gold-toned cutlery featuring intricate embossed detailing



The Dovy Rubino goblets by Weissestal, made of Italian glass, combine the lightness of a transparent stem with the bold character of a vivid red bowl. Available in wine, flute, and water (tumbler) versions. Not dishwasher safe.



The craftsmanship follows the tradition of Venetian blown glass, though reproduced by machine. Riedel's Pinot Noir glasses combine artisanal flair, elegance, and technology to offer exceptional durability despite the ultra-thin glass. They are part of the "Fatto a Mano" collection, with models specifically designed for each grape variety.

The Timeless collection by RCR blends traditional taste with technical innovation, breaking classic aesthetic conventions with a distinctly metropolitan mood. Four new stemware designs dedicated to table settings.

Twist 1586, the tasting collection by Saint Louis featuring glasses specifically designed for young wines, mature wines, and champagne, expands with the addition of three new stem glasses and a decanter, created in collaboration with master distiller Nicolas Julhès. This unconventional glassware set is specially crafted for three types of spirits: young (under 8 years old), barrel-aged amber spirits, and liqueurs or fortified wines.



To create a festive table setting that's both classic and striking, Villeroy & Boch offers the 30-piece Toy's Delight cutlery set in stainless steel. Practical and dishwasher-safe, the pieces are made of stainless steel with handles decorated in relief with tiny toys, adding a delightful tactile element.

The perfect flute for the New Year's toast? Doge by Buccellati, crafted in 925/1000 sterling silver with a cup adorned with a Lapis Malachite. Inspired by the splendor of Venetian art from the Renaissance to the Baroque, it is part of a collection featuring exquisite oval, round, octagonal, and dodecagonal bowls in hand-chiseled and hammered silver, embellished with large pearls or combinations of malachite, lapis lazuli, and red jasper.

Sparky is the new glass by knIndustrie which, inspired by the classic champagne coupe, stands out for its uniqueness. Designed by Lara Caffi, it features a shallow, circular bowl that enhances the bouquet and aromas, and a long, slender, hollow stem: the liquid flows down to the base, creating a captivating visual effect.



An alternative to classic silverware? Zest by knIndustrie, made of stainless steel in a black finish. Designed by Rodolfo Dordoni, it embraces a distinctly contemporary urban style with ergonomics in mind. Dishwasher safe, it's also available in polished, stone-washed, and champagne finishes.



Classic shape and vintage gold finish for the Flora cutlery collection by Ginori 1735. Made of stainless steel, they stand out for their dynamic, effortless silhouette—perfectly complementing refined cuisine and the mise en place of special occasions.



Raised bubbles, bold colors, and a modern twist on classic style — these are the perfect goblets for a formal table with a surprise effect. Sancho by Mario Luca Giusti, made of synthetic crystal, are designed for both water and wine. Ideal for those who want to embrace an aristocratic style, but with a bold, unconventional flair.

Andrea Incerti Vezzani: AT CHRISTMAS, COOKING *is not just nourishment, but also ritual and sharing*

by Fabio Destefani

Precision and vision: plating as a creative act. Chef **Andrea Incerti Vezzani** carefully finishes a dish. Behind each plate lies a concept that blends local tradition and culinary technique.



A SENSORY CHRISTMAS: “TASTE”

Michelin-starred chef and owner of Ca' Matilde in Quattro Castella (RE), Andrea Incerti Vezzani shares in the following interview his culinary philosophy, deeply rooted in the land and rural tradition. But that's not all—he also reveals the deeper meaning of Christmas and how, on this special occasion, food becomes far more than simple nourishment. . .

His culinary philosophy is born of a passion for the land and respect for rural tradition. How does this translate into your cuisine?

My work is grounded in an authentic bond with the land—not just as a physical space but as memory, culture, and identity. The peasant civilization, with its natural rhythms, unwritten rules, and time-honored gestures, is an endless source of inspiration. At Ca' Matilde, this translates into cuisine that looks forward while staying rooted in the past. We have a garden that lets us live the seasons firsthand, growing our own vegetables and herbs, and observing nature's rhythms. We work with small local producers who share our ethical approach to food.

There's nothing nostalgic about this: it's a deliberate, modern, and conscious choice. The cuisine I offer is made of simplicity and respect. My goal isn't to impress with special effects, but to move people with honesty. Every dish tells a story, and every story needs real, clean, and recognizable ingredients. Simplicity is never a shortcut—it's the hardest thing to achieve, but also the most powerful.



The organic garden at the heart of the **culinary project**. Greenhouses and cultivated rows just steps from the restaurant: this is where the ingredients that bring the cuisine to life are grown.

The **beauty of cuisine** is also revealed at the table. A succession of courses that reflect the restaurant's philosophy: research, elegance, lightness, and deep respect for raw ingredients.



Have you ever felt the need to reinterpret traditional dishes? And if so, how do you reinterpret without losing authenticity?

Yes, and I constantly do. For me, tradition isn't a boundary—it's a starting point. Reinterpreting a dish is a delicate act, requiring respect and understanding. It's not enough to tweak a shape or lighten a sauce to claim a new version of a classic. When I approach a traditional dish, the first thing I do is listen to it: understand its original meaning, the context it came from, the need it fulfilled. Only then can I add my own vision, seeking a new balance between identity and modernity. Often, it's about removing, simplifying, highlighting the dish's core. Sometimes I change textures, temperatures, or the plating. But the soul of the dish must remain. If the person eating it feels a memory emerge—albeit in a new form—then I know I've succeeded.

Is there one dish that best expresses your approach to food?

Definitely: my reinterpretation of bomba di riso

with Parmigiano Reggiano ragù and pea foam. It's a dish rooted in local tradition and festivity—bomba di riso was a hallmark of grand occasions in many Reggio Emilia households. I kept its celebratory spirit, richness, and substance, but gave it a more refined and contemporary dimension. The rice is cooked and creamed to be compact yet creamy. At the center lies a Parmigiano Reggiano ragù made from broths, rinds, sauces, and various maturations—giving a deep, umami-rich flavor. The pea foam adds a vegetal, fresh, almost herbal note that lightens and balances the dish. It's like a manifesto: speaking of tradition, territory, lightness, and technique. A dish that doesn't need explanation—because it speaks directly and evocatively.

Christmas is a traditional holiday with strong ritual elements. Has the culinary offering evolved or remained the same over time?

Christmas is the realm of memory. It's when food becomes not just nourishment, but ritual, gesture, and legacy. Holiday dishes—cappelletti, boiled meats, roasts, spiced desserts—are a



"Bomba di riso" with pea cream and Parmigiano Reggiano rind ragù. A dish that restores the deep connection between cuisine and memory.

shared language across generations. Each table has its variations, its rules, its secrets. In that sense, Christmas cuisine seems unchanging. But food is alive, and even the deepest rituals evolve slowly. Today there's a quiet yet clear change: preparations are lighter, techniques more modern, textures more refined. The contemporary palate doesn't reject richness—it seeks it in a more measured, elegant way. Our Christmas menu at Ca' Matilde reflects both dimensions: loyalty to childhood flavors and the balance of modern cooking. Because the real meaning of Christmas isn't repetition—it's sharing. And sharing today also means evolving together.

Has the shift toward healthier cuisine changed the Christmas meal?

Yes, gradually but undeniably. Christmas remains a moment of abundance and generous conviviality, but we're all more aware now. We want food that satisfies without weighing us down, that excites but also respects our well-being. At Ca' Matilde, this means never compromising on flavor, but being meticulous with ingredients, condiments, and portions. It means gentler cooking, balanced fats, and intelligent use of spices and vegetables to build

depth. In the end, a healthy Christmas meal isn't a lesser one—it's more balanced, more understandable, more elegant. It's a sign of respect—for the guest and for the food itself.

A Christmas Menu by Andrea Incerti Vezzani

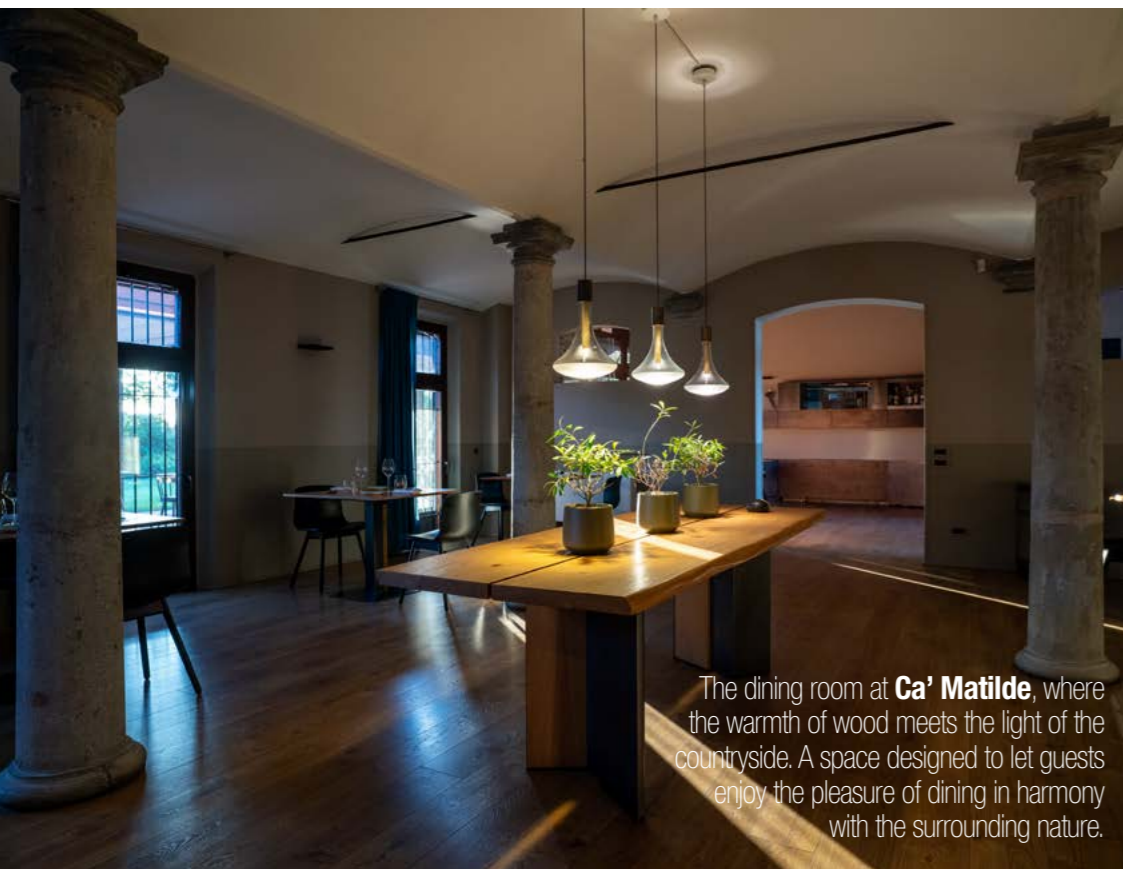
- *Entrée*: Savoy cabbage millefeuille with leeks, thyme chickpeas, and lemon – A play between crunch and creaminess, with the freshness of lemon and the roundness of legumes.
- *Starter*: Quail breast with kale, olives, orange, purple potatoes, and hazelnuts – A refined composition celebrating the season with aromatic and textural contrasts.
- *First courses*: Cappelletti in beef and capon broth – A heartfelt dish, prepared traditionally and served in a clear, deep, comforting broth. Tortelli with greens and pumpkin, buttered – Two emblematic fillings, served together in a harmonious pairing.
- *Main course*: Crispy duck with spiced pumpkin, grilled radicchio, and Béarnaise sauce – A festive, structured dish balancing sweet, bitter, and rich flavors.



Cultivating quality: the **Ca' Matilde kitchen garden**. Chef Andrea personally tends to the garden, where the vegetables featured in his dishes are grown. An ultra-short supply chain, from seed to mise en place. These are dishes that originate from what the land offers each day, constantly evolving with the seasons.



Crispy suckling pig with potato cream, garden vegetables and saba. An enveloping main course, where technique enhances the authentic flavours of the local land.



The dining room at **Ca' Matilde**, where the warmth of wood meets the light of the countryside. A space designed to let guests enjoy the pleasure of dining in harmony with the surrounding nature.



- *Dessert*: Honey semifreddo with dried fruit, clementines, and Moscato zabaglione – Natural sweetness, light textures, and winter aromas for a perfect ending.

And for a vegetarian guest?

Even a vegetarian Christmas menu can be rich and satisfying when designed with intelligence and sensitivity:

- *Entrée*: Celeriac and fennel velouté with chestnut crumble
- *Starter*: Roasted cauliflower, hazelnuts, shallot cream, and rosemary
- *First course*: Smoked ricotta and chard ravioli in smoked vegetable broth with tarragon
- *Main course*: Seed-cruste pumpkin, caramelized onion, and grilled radicchio
- *Dessert*: Baked apple, cinnamon cream, and crumbly biscuit

What role does technology play in your kitchen?

Technology is an extension of our hands and minds. It can make a real difference—enhancing precision, safety, respectful cooking, and preservation. But it must be used with balance, not idolized.

At Ca' Matilde, technology is there to serve the ingredient, never to alter its essence. A well-managed blast chiller, a pressure oven, a sous-vide

bath—these are powerful tools that help us work better without losing craftsmanship. Technology works best when it's invisible—but you can feel it in the result.

You pay close attention to sustainability. How is that reflected in your work?

Sustainability is first and foremost a cultural re-

Essential lines, warm lighting, and a view of the garden: the welcoming elegance of **Ca' Matilde**.

Fresh pasta tortelli with Jerusalem artichoke cream and crispy vegetables. A balance of softness and freshness that tells the story of the land with elegance.



sponsibility. It means choosing to do better every day, even when it's harder. At Ca' Matilde, it means: growing part of our own vegetables, selecting ethical, local producers, reducing waste creatively, using ingredients intelligently. It also means redesigning our internal processes: avoiding unnecessary packaging, using reusable materials, scheduling services to reduce energy use. Sustainability includes staff training, care, and respect for work rhythms. It's a philosophy that touches everything—from field to plate.

How important is mise en place in enhancing a dish?

It's extremely important. Mise en place is the first language that welcomes the guest. It's the start of the story. Every element—from plate to glass, napkin color to lighting—must harmonize with the cuisine.

It's not just about aesthetics, but sensory experience. A well-set table communicates care, respect, beauty. It should never overshadow the dish, but rather support and elevate it. It's part of



Under the tree, gifts by Ca' Matilde: an invitation to share flavour and beauty. Each package tells a thoughtful story: a simple, refined gesture.



A quiet room lit by the decorated tree: at Ca' Matilde, even waiting has its charm. A suspended moment, filled with care, elegance, and warmth.

the experience—and the experience is what lasts.

Do you see yourself more as a chef or a cook?

I feel like a cook, deeply. I love the manual work, the focus, the time dedicated to a stock or a broth. But today, a cook is also a chef—leading a team, sharing an identity, interacting with the public. It's a role that must combine craftsmanship and vision. The key is to never let style replace substance.

Is the Michelin star a destination or a starting point?

A Michelin star is a precious acknowledgment—it brings pride, but also responsibility. It's not an endpoint, but an invitation to keep searching. It's daily motivation to give our best, to care for every detail, to grow as a team. For me, it's also a way to give voice to our land, to the producers who support us, to the stories we tell on the plate. It's a light shining on the path we humbly and passionately continue to follow. □

Andrea Incerti Vezzani

A passionate chef and entrepreneur, Andrea Incerti Vezzani is the chef patron of Ca' Matilde, a Michelin-starred restaurant nestled in the green hills of Quattro Castella (RE). Here, each dish tells a story of the land, the seasons, and rural culture—reinterpreted through a contemporary lens. For nearly twenty years, he has led this gastronomic haven with discipline, creativity, and sensitivity, making it a benchmark for those seeking an authentic, ethical, and deeply rooted Emilian experience.

After graduating from the "G. Magnaghi" Hospitality Institute in Salsomaggiore Terme, he honed his skills in top restaurants across the region and in renowned destinations such as Cervinia and Cattolica. Following over a decade of experience in structured brigades, he opened his first venture, Ristorante La Cantina, in 2001. In 2005, he founded Ca' Matilde, where he now serves as chef patron. The Michelin star, awarded in 2009, has been reconfirmed every year thanks to a culinary approach that balances terroir, technique, harmony, and lightness.



"Terreno La Gilda" — an agricultural project rooted in identity and vision. Chef Andrea Incerti Vezzani, together with Marcella, stands in the newly named field, a symbol of the bond between Michelin-starred Ca' Matilde and the land of Reggio Emilia. A simple gesture, placing a sign, marks the beginning of a new chapter in sustainability and culinary identity.



Christmas IN STORE

by **Fabio Destefani**

What initiatives, strategies and surprises does the retail world have in store for the upcoming Christmas season? We asked a group of retailers in the sector

"Christmas Time Experience" at the **Cose di Casa** store. Photo by Letizia Caputo

Between revenue and creativity

It's no secret that Christmas is a great opportunity for retailers to boost their revenue. But beyond this, are there other—perhaps non-economic—factors that make this season so special? For example, the chance to express creativity and launch new projects to share with customers during such a unique time of year...

Marco Merola, owner of the Casimiro store in Reggio Emilia, agrees: "Christmas is magical in itself, and it becomes one of the times of year when we can express ourselves more imaginatively and creatively. Plus, it lasts longer than other holidays, giving us the chance to plan and offer initiatives, small events, and broader projects.

Christmas can be seen as a true brand, one that encapsulates values, emotions, dreams, and expectations. In this sense, it holds extraordinary potential and becomes an opportunity to build

relationships and strengthen ties with customers."

Arianna Melissa, owner of Cucina33 in Pordenone, agrees that Christmas offers an opportunity for creative expression—as long as it doesn't stray too far from tradition: "Customers often wait to see our displays so they can draw inspiration and adapt the ideas to their own homes. Providing them with ideas is a way to build loyalty, as is helping and advising them in their gift choices."

While acknowledging that Christmas often acts as a financial "lifeline," especially in economically challenging years, Fabio Bicelli, owner of Punto Casa in Brescia, sees it as a stimulating challenge: "That of finding gifts people don't already have. It's a complex task because people today already have so much. Still, our mission is to surprise them with something new and engaging."



Giuseppe Gallo, co-owner of Cose di Casa in San Giovanni in Fiore (CS), calls Christmas the "fifth retail season," accounting for 40% of annual turnover. He also describes it as "the most creatively stimulating and demanding holiday of the year. Every single detail needs to be carefully curated—from themed invitations to displays and gift wrapping—so customers can enjoy a magical experience."

Giorgio Balgera, owner of Telerie Balgera in Sondrio, also sees Christmas as a vital event that offers strong visibility and promotion for his store: "With this holiday, we showcase our identity and communicate our brand values in an emotional, warm, and engaging way—strengthening our customer relationships."

Shopping behaviors

So what are customers' typical shopping behaviors at this time of year? According to Fabio Bicelli, "In recent years, economic concerns have become dominant. People want to spend less but still make a good impression. The Christmas gift budget remains high, though. Much attention is paid to packaging and branded



shopping bags, which justify the quality of the gift—no matter the price."

Giorgio Balgera observes that during the holiday season, people seek gratifying experiences, so the store needs the right festive atmosphere to encourage purchases.

Giuseppe Gallo agrees that packaging plays a key role and emphasizes the emotional nature of purchases, since Christmas remains a deeply cherished holiday. "Nowadays, part of the Christmas budget is often spent not only on gifts for others but also on oneself."

Marco Merola shares this view, saying that from the end of November, consumers begin treating themselves more: "There's definitely more willingness to shop. In recent years, people have been more cautious throughout the rest of the year, but from late November, there's a change in mood—people want beautiful and unique things to enhance their holiday."

Giuseppe Gallo, one of the owners of the "Cose di casa" store in San Giovanni in Fiore (CS).



"Christmas Time Experience" at the **Cose di Casa** store. Photo by Letizia Caputo

Arianna Melissa adds that “customers look for emotional and evocative items, but also for practical products they can use beyond Christmas.”

Best sellers and trends

In a rapidly changing world, Christmas trends remain some of the few constants—providing a comforting sense of tradition.

Fabio Bicelli says, “Among the most requested brands are Villeroy & Boch, Royal Copenhagen, and Alessi—mainly because they offer continuity with the past. That said, the best seller each year is typically a product that combines practicality and innovation at a good price.” Giorgio Balgera focuses on useful gifts and personalization.

Marco Merola notes that “in the first ten days, people buy decorations for the tree and home. Later in the month, the focus shifts to gifts and small tokens.

In recent years, there’s been growing interest—particularly influenced by American culture—in decorating the home, with increased demand for wreaths, lights, and themed objects. For



Christmas windows with photo exhibition, **Casimiro Store**. Photo by Erik Messori

Marco Merola, Casimiro.
Photo by Erik Messori

gifts, candles and home fragrances are very popular, as well as anything that appears unique or unusual—while still rooted in tradition.”

Arianna Melissa agrees, stating that “the traditional Christmas look with red, green, and gold remains the top seller. However, in recent years there’s been a move toward the simplicity of Nordic-style décor—pure white tones, minimalism, and more understated objects.”

Giuseppe Gallo says, “The most requested items include traditional Christmas decorations like nutcracker figurines, rocking horses, and musical snow globes. Also popular are tableware, kitchen accessories, slippers, quilts, and holiday-themed throws.”

Store layout

What visual merchandising strategies can turn a store into a magical place and encourage purchases? Fabio Bicelli prioritizes window displays: “As my shop is on a busy street, the windows need to be refreshed daily. I believe the best display is one that draws customers inside—beautiful, elegant, but most importantly clear, with all prices visible.”

Giorgio Balgera agrees on the importance of well-curated windows that communicate the store’s range effectively. Inside the shop, he sets up “focal points” with unique gift ideas at appealing price points.

Arianna Melissa says: “Our main concern at Christmas is ensuring the store remains easy to navigate. We aim for a clear and user-friendly



Christmas glimpses at the **Punto Casa** store in Brescia.



layout. Naturally, the right atmosphere with lighting and music is essential.”

Marco Merola takes a unique approach by setting up sparkling window displays with oversized decorated trees starting in late August: “Every year after summer holidays, it’s become almost a ritual to visit and be wowed by our extravagant scenes. They kick off the joyful anticipation of year’s end and reignite the childlike wonder of Christmas. This is both a playful expression of my personality and a carefully plan-

Fabio Bicelli, owner of the **Punto Casa** store in Brescia.



INTERVIEWS

STORE

ned strategy to showcase products when no one expects it.”

Giuseppe Gallo explains: “In line with our philosophy of offering a wide range, we’ll feature different themed displays where our various product categories come together harmoniously—lighting, décor, Christmas trees, ornaments, porcelain, linens. Rather than separating items by category, we create immersive, detailed settings that feature products from every department.”

Promotions: yes or no?

Most of the retailers we spoke to are hesitant about running promotions at Christmastime. Fabio Bicelli, a long-time opponent of seasonal discounts, explains: “A promo gives everyone a chance to save—even those who’ve never set foot in the store before. That would be unfair to our loyal customers who’ve supported us over the years. Promotions should be reserved only for real clients.”



Christmas atmosphere at the **Telerie Balgera** store in Sondrio.

Giorgio Balgera, owner of the **Telerie Balgera** store in Sondrio.



Arianna Melissa, owner of the **Cucina33** store in Pordenone, and the elegance with which Christmas is celebrated in the shop.

Arianna Melissa agrees but is open to promotional campaigns in January and February. Giuseppe Gallo adds, “Offering discounts undermines the store’s image. You’re training customers to wait for sales. And I can’t see how a quality brand can be associated with a markdown strategy.”

Marco Merola is even more emphatic: “Associating Christmas with promotions is unthinkable. Instead of discounts, we organize events and offer tastings to customers. I also strongly oppose pre-Christmas Black Friday campaigns.”

The only retailer open to promotions is Giorgio Balgera: “Yes, we offer special deals during the holidays to promote our brand. A strong price-to-quality ratio helps customers appreciate the product and often leads to repeat purchases. It’s an investment in our reputation and customer satisfaction.”

Is this where the party is?

Although Christmas seems like the ideal time to host events, not all retailers include them in their plans. “It’s hard to organize events now,” says Fabio Bicelli, “because thankfully the store is always busy. We used to do it—before Covid—with chefs presenting Christmas recipes, but not anymore.”

Giorgio Balgera also won’t be holding events but will keep his shop open every day: “Events work better in slower periods than during the holiday rush.” Arianna Melissa explains: “Our events focus on cooking classes, but for practical reasons—due to display space and customer service—they wrap up by early November with a Christmas-themed menu. We don’t plan any events until the new year.”

A more festive atmosphere will be found in the stores of Giuseppe Gallo and Marco Merola. Gallo excitedly describes a two-day event du-

ring the first weekend of November called ‘Beginning of Christmas’: “It’s a celebration of elegance and togetherness, with waiters and bartenders serving panettone, chocolate, and drinks. For those days, the store becomes a lounge where conviviality, joy, and the pleasure of being together reign.”

Marco Merola outlines a full calendar of events, public talks, and tastings of local delicacies: “In past years, we’ve hosted book presentations, musical performances, DJ sets, exhibitions, or talks with authors and photographers. We try to mix it up—one year a party in a historic city building, the next a photo exhibit among trees and decorations. Especially post-Covid, we’ve focused on creating a calming, reassuring atmosphere. People needed that, and we tried to respect their sensibilities by emphasizing tradition, family values, and the joy of a warm, welcoming space.” □

Noritake *returns* TO ITALY

Weissestal becomes the official distributor of the prestigious Noritake porcelain in Italy, bringing elegant and refined table settings to the market

The excellence of Japanese porcelain returns to Italy: the art of the table becomes a perfect balance of beauty, functionality, and harmony.

Founded in 1904 in Japan, Noritake combines artisanal expertise and advanced ceramic technology, creating meticulously crafted pieces, and is among the most prestigious and historic porcelain brands in the world.

One of the distinctive features of its production is bone china, which gives products extraordinary lightness, brilliance, and translucency. Originating in 18th-century England, bone china has become a symbol of luxury and refinement, and over time has found a new home in Japan, where it has acquired unique stylistic and technical qualities. Here, thanks to Japanese aesthetics—characterized by visual poetry, purity of form, and respect for materials—bone china reaches the highest levels of quality.

Thanks to Weissestal's distribution, it will once again be possible to rediscover the Noritake universe in Italy, made of elegant gestures and formal sensitivity: the table thus becomes a space of authentic and timeless beauty.

In addition to this new project, Weissestal continues its mission to offer its “everyday luxury”: elegant and refined porcelain tableware for both special occasions and everyday use, ranging from classic to contemporary styles. The new Domus line, in white porcelain with gold or platinum finishes, repre-

Above: **Domus**, white porcelain with gold and platinum finishes for special occasion table settings. Right: **Cottage Aqua**, organic shapes inspired by water, perfect for modern and colorful summer tablescapes.



Black-and-white elegance of the **Souvenirs de Voyage** collection by Guidarelli, hand-finished with 24kt gold trim.



Gem glasses, hand-cut and inspired by precious gemstones, available in seven colors.



sents elegance for formal dinners. For a more modern and playful aesthetic, the Cottage Aqua series reinterprets the iconic collection and offers sinuous shapes inspired by the movement of water, perfect for tables with a fresh and contemporary feel. Seasonal offerings are also present, such as the three beloved Christmas lines Toys, Winter Gift, and Sweet, which transform traditional symbols into modern decorations, while maintaining practicality with microwave and dishwasher resistance. Special attention is given to collaborations with Italian designers: the two collections exclusively signed for Weissestal by Simone Guidarelli, Exotic Jungle and Souvenirs de Voyage, are hand-finished with 24kt gold and lead into the multifaceted and colorful world of the stylist, while the Loop line by Andrea Castrignano stands out for its refined design and the alternation between pure white and colored bands in the iconic shades selected by the interior designer.

To complete the offering, the Gem line of Made in Italy glasses, inspired by the ancient art of glyptics, transforms every table into a unique sensory experience through colors that recall the most precious gemstones. □

www.weissestal.it

Left: **Winter Gift**, traditional Christmas imagery on red porcelain with reindeer, stars, and holly decorations. Below: the refined design of Andrea Castrignano in the **Loop** collection, featuring colored bands on a white base in seven different shades.



DEKO, italian excellence *in non-stick* COATINGS *for cookware*

by Giulia Arrigoni

Founded in 2004 in Senna Lodigiana, in the province of Lodi, DEKO S.r.l. is one of the most dynamic Italian companies in the field of non-stick coatings for cookware



A company born from the vision of its founder, Pierino Brunelli, and now led by his daughter, Chiara Brunelli, DEKO has built its identity on a combination of chemical research, application know-how, and international focus, establishing itself as a key partner for numerous cookware manufacturers worldwide.

A vertically integrated business, from formulation to customization

Unlike many of its competitors, DEKO has chosen full vertical integration: all chemical formulations are developed in-house at the company's laboratories, with an exclusive focus on cookware. The coatings, designed to meet increasingly demanding requirements in terms of durability, non-stick performance, and dishwasher resistance, are applied using two main technologies: spray and roller coating.

The latter, in particular, represents one of the company's most significant competitive advantages, enabling high-volume production with excellent quality standards.

Casastile meets Chiara Brunelli, who shares the evolution, identity, and future strategies of Deko S.r.l.

The company headquarters is quite unique—bright red on the outside, and even more so inside...

That's thanks to my father, who is a truly eclectic personality and has always had a deep passion for architecture. The building was constructed in 2009 following his vision, using a lot of wood, glass, and very distinctive solutions. He has always been the creative soul of the company, in every sense.

But Deko is no longer a family business in the strictest sense, is it?

In 2018, we sold the company to a private equity firm, Equilibra Spa, based in Milan. The decision to bring in the fund was aimed at safeguarding and growing the business, and my father finally slowed down—after a lifetime spent between the lab and sales trips. That said, he still often visits the company and remains a key point of reference.



And how is your relationship with the fund?

Very good. It's a fund that gives us space, autonomy, and believes in business growth. Growth that has been very real for us—since 2018, we've gone from €12 million to around €20 million in turnover, and from 10 to 40 employees. We've expanded, restructured, and earned ISO 9001 and 14001 certifications.

What are DEKO's main markets today?

We export 80% of our production, mainly to South America, where Brazil is our top market. Our historic client there is Tramontina, a well-known brand for knives but also very active in cookware. It's thanks to them that we grew—they believed in us, gave us visibility, and other customers followed. We also opened a branch in Brazil to support around fifty local clients.

And beyond Brazil?

We're active in Argentina and Mexico, and now starting to work with Colombia, Ecuador, and—surprisingly—Vietnam. I say surprisingly because Asia is not an easy market for us. It's very price-driven, with strong competition in the low-end segment and little maturity when it comes to quality.

What about Italy?

It's a complex market, like many other European countries, with strong local brands and consumer habits that are hard to change. That said, we work very well with the production district in Naples, supplying some major brands.

So how do you differentiate yourselves?

Mainly in technical support and customization. DEKO doesn't just sell products—we support clients in training their teams and optimizing their production processes according to the systems they already have.

In addition to spray coating, we are also highly specialized in roller coating, a much more challenging technique but one that allows up to 10 times higher productivity—a huge advantage for our clients.

Are trade fairs still important for you?

Absolutely. We attend Ambiente in Frankfurt, Chicago, Brazil, and Istanbul. For a company like ours, without a famous consumer brand, fairs are essential. Some say trade fairs are a thing of the past—but for businesses like ours, they remain fundamental.

Let's talk products: what are the most frequent requests?

Durability and non-stick performance. Our focus is on performance—we test abrasion resistance and work to ensure the non-stick effect lasts even after many dishwasher cycles. There's also a lot of attention to environmental concerns. For instance, we're developing PFAS-free coatings, both for spray and roller application.

So yes to sustainability, but with caution...

Exactly—it's a delicate balance. We've developed water-based coatings, but they are more ex-

pensive and more difficult to apply. As a result, clients often wonder why they should pay more for a product that's harder to use. In short, if performance isn't comparable, it's still hard to persuade the market to change.

What role does "Made in Italy" play?

Abroad, it's highly appreciated. In Italy—paradoxically—less so. We take pride in producing everything here in Senna Lodigiana, but the domestic market is tough, and Made in Italy isn't always valued as it should be.

Abroad, however, our technical know-how is recognized and respected.

Are you working on any diversification?

Yes, we're entering the world of professional bakeware—trays for industrial bakeries and pastry producers. It's an interesting market, where the focus is entirely on product and quality.

How is 2025 going?

2024 was a very good year, and 2025 has started off well. Geopolitical instability doesn't help, and some clients are hesitant to invest—especially in Mexico and Canada. But we're not complaining. Between Brazil and the Campania district, we have solid foundations.

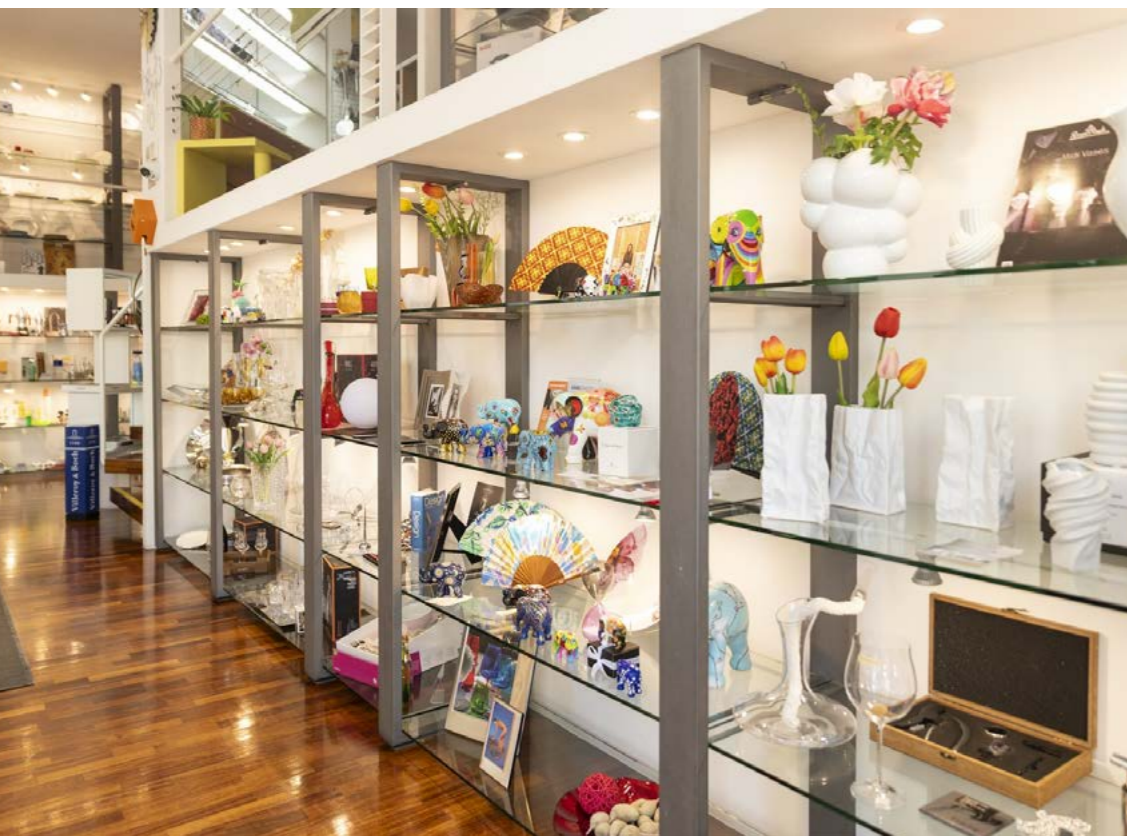
We continue to focus on quality, geographic diversification, and—above all—consistency. □



Chiara Brunelli,
General Manager
of Deko S.r.l.

Design: 50 YEARS OF TABLEWARE retail evolution

by Giulia Arrigoni



From its origins to its transformation over the decades—especially the evolution of the market itself—Casastile spoke with Francesco Rana, owner of the Molfetta-based store.

A family-run store with deep roots

"We've been in business since 1973. With such a long tradition, the Puglia Region has recognized us as a historic shop. Over the years, we've positioned ourselves in the mid-to-high-end

segment of tableware and kitchenware. Originally located on a parallel street, the store now sits on Corso Umberto, Molfetta's main pedestrian shopping street. It's a corner store with five windows, around 120–130 square meters, plus an adjacent storage area—a strategic, highly visible location."

Who runs the business today?

"I, Francesco Rana, am the administrator and co-owner along with my sister Maria Addolora-

From a historic store to a benchmark in quality table setting. Design, the retail outlet of Rana Srl, has navigated fifty years of profound transformation

ta Rana. Our parents founded the business, and we've continued the family tradition while taking the store in new directions."

What was the store like in the beginning? How has it evolved?

"At first, it was a classic emporium run by my parents: we sold a little of everything—from toys to lingerie, corsetry to giftware and wedding favors. The real turning point came with wedding registries, which pushed us toward a

more curated, high-quality selection. At one point, we were managing over 100 registries a year, despite being a small store."

Wedding registries are less popular today. How has that changed things?

"We now handle about 10–15 registries per year, a sharp drop from the early 2000s. Young couples' habits have shifted—many now live together before marriage, in homes already furnished or approached more pragmatically, with less focus on formal tableware."

How did you respond to this shift?

"We had to completely rethink our inventory. Today, we focus more on kitchenware and everyday tableware, still targeting the mid-to-high-end market. We've specialized in refined utensils and accessories—designer spice racks, graters, professional knives, and small home accents."

What impact did Covid and the post-Covid era have on your business?

"They certainly boosted eCommerce. We had launched our website back in 2000, but Covid accelerated the shift to online shopping. Still, selling online is a separate business requiring its own structure. For us, eCommerce is more of a support tool—helpful for managing digital registries and occasional sales outside our region or abroad."



What's your take on producers now selling directly online?

"It's one of the biggest challenges. Many of the brands we carry sell directly online with aggressive discounts, competing head-to-head with brick-and-mortar stores. We can't match those prices or visibility, so in some cases, we're considering dropping those brands in favor of ones with clearer, more consistent commercial policies."

Who is your primary customer today?

"Fewer walk-in impulse buyers and more professionals—we've become a go-to source for interior designers and architects who rely on our

expertise to outfit kitchens, villas, B&Bs, even yachts. We offer personalized advice and swift, curated solutions thanks to our in-depth product knowledge."

Young people and the culture of the table: a generational shift?

"Unfortunately, yes. Young consumers show little interest in quality or the culture of the table. They often go for visually appealing items with lower quality. Hosting at home is no longer common; convenience and mass-market solutions are the norm. Big events remain the only occasions when people 'dust off' a proper table setting."

Has this affected how you display products in-store?

"Absolutely! You have to capture the customer's attention and draw them inside. We focus on eye-catching windows, using natural and aesthetically pleasing elements. Displays need to be lighter, more 'Instagrammable,' more sustainable—to inspire and drive purchases. Gone are the days of crowded, static layouts."



What's the outlook for specialty stores?

"It's hard to say, but one thing is certain—we can't compete with mass retailers. We need to focus on identity, personalization, and expert service. We must regroup and find new strategies to revitalize the sector. But a cultural shift is also necessary—because if customers can no longer recognize quality, it becomes harder to defend its value." □



Favors: 800 million market IN TRANSFORMATION

The Italian favor (bomboniere) market is undergoing a transitional phase which, despite challenges brought on by shifting traditions and growing competitive pressure, offers promising opportunities for well-prepared and strategically focused businesses. The combination of a stable domestic market and rising exports sets the stage for targeted investments and growth strategies—both organic and through acquisitions.

In a sector where social rituals meet business, the Italian favor (bomboniere) market is transforming and reinventing itself. While religious and civil ceremonies continue to mark the most significant moments in Italians' lives, the industry supplying the symbols of these events is undergoing a phase of strategic evolution. The numbers tell of a solid sector: €800 million in annual revenue, 30,000 people employed, and a distribution network currently reorganizing to meet new market demands. This transformation opens exciting prospects for those ready to seize change.

Market size and value

The favor industry represents a significant niche in Italian retail, with annual revenues reaching €800 million. This figure, which includes the entire production, distribution, and retail chain, underlines the sector's economic relevance. Particularly notable is the export figure, which accounts for around 25% of total revenue (€200 million), signaling strong global competitiveness for Italian-made favors. The sector employs over 30,000 people across artisan production, distribution, and retail—highlighting its economic and social importance at the national level.

Distribution network evolution

Over the past decades, the sector has undergone a major structural shift. The specialized retail network has contracted significantly—from nearly 12,000 outlets in the mid-1980s to around 6,000 today. This halving is the result of market dynamics, generational turnover that has not ensured succession, and changes in consumer habits.

However, considering all sales channels—including non-specialized ones—the total number of shops selling favors in Italy exceeds 10,000, confirming the product's widespread availability through diverse retail formats.

Exports and international expansion

The €200 million in annual exports confirms the sector's global competitiveness. Success abroad is driven by distinctive traits such as Italian design, artisanal heritage, and the ability to personalize. Key markets include Europe, North America, and increasingly, the Gulf states and



Integrating favors as a complementary category in non-specialist stores (e.g., florists, stationers, gift shops) has proven effective, with over 4,000 such outlets currently carrying these items.

The sector is adapting to evolving consumer preferences by diversifying offerings and introducing more modern, customizable products. Growing exports also signal strong demand for Italian design and quality worldwide, offering growth potential beyond domestic borders.

For retailers, now is the time to strategically position themselves in a consolidating market, with real potential to gain market share through

a professional and innovative approach to the favor business.

Product evolution and segmentation

The industry is expanding its offering to tap into new consumption occasions. Alongside traditional religious ceremonies (baptisms, communions, weddings), emerging segments include graduations, milestone birthdays, corporate events, and intercultural celebrations. Product innovation is focusing on sustainable materials, digital personalization, and smart packaging—reshaping the future of the favor market. □



Asia-Pacific. E-commerce has further opened up international opportunities for mid-sized players by lowering barriers to entry in foreign markets.

Business opportunities and consolidation

According to Plimsoll Italia, a specialist in sector analysis, the favor market features a unique competitive structure. Their research identifies 26 leading companies, indicating a fragmented market with a few key players.

Plimsoll's matrix-based analysis compares revenue growth with financial stability, revealing interesting dynamics and positioning opportunities within the sector.

Strategic implications for retailers

The shrinkage of the specialized retail network presents new opportunities for both existing players and newcomers. With less direct competition and a stable baseline demand—thanks to Italy's cultural attachment to ceremonial events—retailers enjoy more room for strategic maneuvering.





Christmas as a creative canvas

When Christmas enters the equation, Lepreri's design sensibility finds a rich and inspiring canvas. The challenge isn't simply to adorn a space with lights and ornaments, but to weave the spirit of the season into the very fabric of the store's architecture—making it an integral part of the brand's identity for this special time of year. Picture the following:

- *Narrative pathways* – Instead of standard displays, Lepreri might envision a customer journey through thematic “stations,” each evoking a different aspect of Christmas: gift-giving, the warmth of home, the magic of waiting, the joy of sharing. Shopping becomes an immersive exploration.

- *Materials and textures* – He could draw on the richness of Christmas materials—carved wood, wool, velvet, blown glass—not just for decorations, but for the furnishings and surfaces themselves, creating a tactile, visually captivating ambiance.



Christmas through the architecture OF ULDERICO LEPRERI: festive designs for retail spaces

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



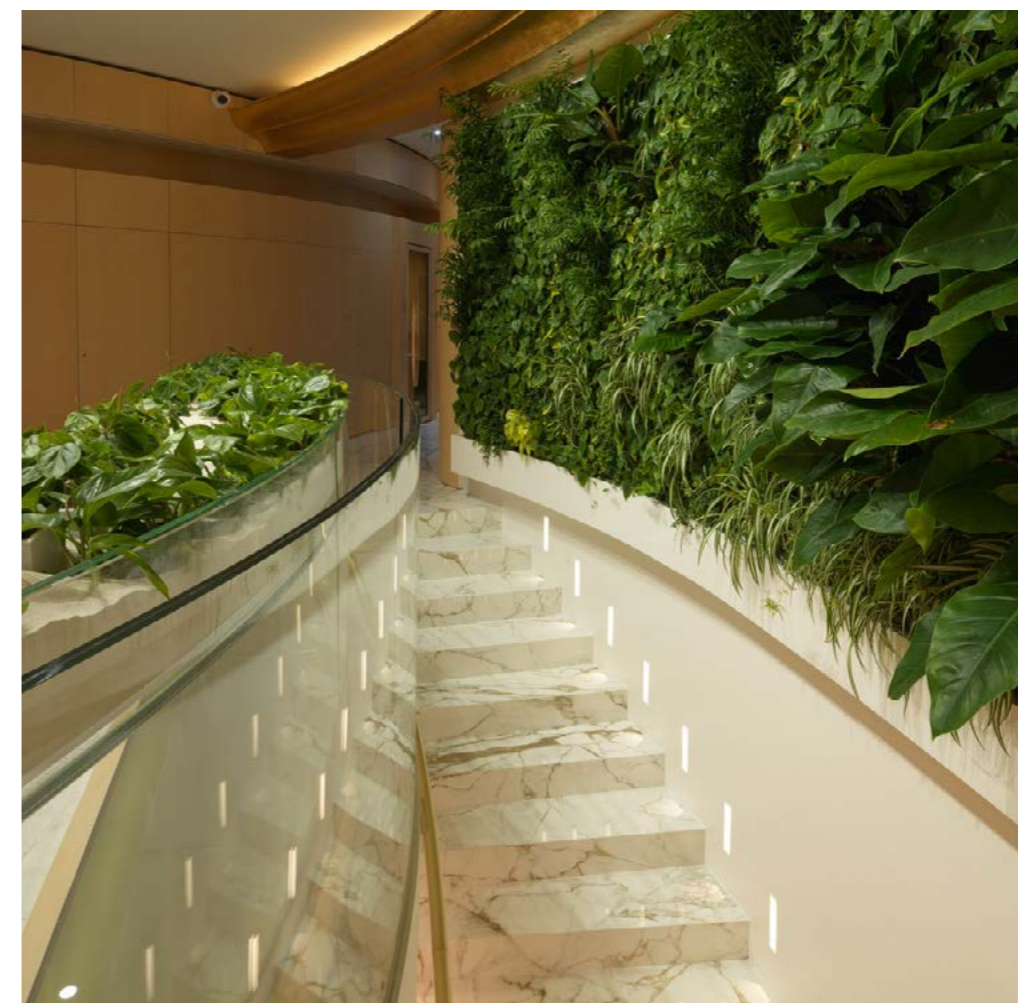
Christmas, with its magical atmosphere and timeless traditions, is a pivotal moment for retail.

But what happens when the festive season meets the design vision of architect Ulderico Lepreri, known for his ability to infuse spaces with identity and storytelling?

The fusion of his architectural philosophy and the holiday theme can transform ordinary stores into immersive experiences that capture customers' imagination and enhance the spirit of the season..

The architect's vision: beyond the physical space

Architect Ulderico Lepreri stands out for a design approach that transcends mere aesthetics. His projects aim to create environments that speak, tell a story, and stir emotion. Every element—from furniture layout to lighting—is conceived to contribute to a holistic, almost theatrical experience. It's not just about decorating a store, but about staging a scene where both product and customer become protagonists in a meaningful interaction.



On this page and the one to the left: photos of **Gioielleria Ungaro** in Pagani (Sa). A refined and welcoming Christmas atmosphere, where sumptuous trees and theatrical window displays highlight exclusive, carefully curated items. The space, elegantly designed by Ulderico Lepreri with meticulous attention to detail, guides visitors through environments that blend architecture, nature, and design. The dramatic staircase, flanked by walls with vertical gardens and golden accents, creates an enveloping path that enhances the festive magic, turning Christmas shopping into an immersive and engaging experience.

• *Emotive lighting* – Light, a cornerstone in Lepreri’s work, would play an even greater role. Not just twinkling bulbs, but thoughtful contrasts of light and shadow, evoking winter nights, stary skies, and the warm glow of a hearth. Lighting would guide customers, highlight products, and create “magical moments” within the space.

• *Sensory integration* – Going beyond the visual, Lepreri’s approach could incorporate scent and sound. Spicy aromas of cinnamon and orange, carefully curated holiday music, and even the crackle of a virtual fireplace would contribute to a fully immersive experience.



The benefits of an architectural Christmas

A Christmas environment “designed” by an architect like Ulderico Lepreri offers retailers several key advantages:

• *Differentiation* – In a market flooded with festive offerings, a distinctive and thoughtfully designed space helps the store stand out by offering a unique and memorable experience.

Top left of the left-hand page: image of **Gioielleria Toscano** in Pomigliano d’Arco. An elegant and contemporary Christmas tablescape, featuring sophisticated and precious details that convey refinement and originality in table design, enhanced by a masterfully designed lighting system.

Bottom left of the same page: interior view of **Gioielleria Veccia** in Caserta. A classically elegant space where fine materials such as wood and glass highlight the preciousness of the jewellery collections, set within a festive Christmas atmosphere.



This page features images of the Concept Store **Ciniglio Casa** in Nola (Na). A minimalist interior becomes a theatrical Christmas stage, defined by clean lines, refined materials, and dramatic lighting designed to highlight crystal, porcelain, and elegant decorative details. A perfect blend of essential design and festive elegance.

• *Emotional engagement* – A space that evokes the positive emotions of the holiday season invites customers to linger longer, explore more, and ultimately increases the likelihood of purchase.

• *Brand reinforcement* – How a store celebrates Christmas reflects its values and identity. A refined, intentional setup enhances the store's image as a place of quality and care.

• *Shareable experience* – A striking holiday interior becomes a social media magnet, prompting customers to take photos and share them, generating free publicity and organic word-of-mouth.



Ultimately, Ulderico Lepreri's architectural vision applied to the theme of Christmas in retail is far more than festive decoration—it's a holistic strategy to turn shopping into an unforgettable experience. A celebration of the holiday through design, where every detail contributes to a story of magic, emotion, and uniqueness. □

Interior views of the store **Le Gioie** in Parete (Ce). Refined details and carefully curated Christmas decorations transform the display space into a sensory journey, inviting customers to fully experience the magic of the season. A striking staircase, adorned with garlands and golden baubles, guides the path through an elegant setting designed to enhance the emotion of the holidays.



CASA - L'arredo e il design - STILE

Modern and vintage: the allure of contemporary textiles



"Americana Fleurs et Fruits" placemats
by **Carlotta Oddone**



"Burgundy" cushions and pouf designed by **Carlotta Oddone**

Carlotta Oddone:

ARTISANAL ATTENTION TO DETAIL and a masterful use of color *make each product truly unique*

by **Fabio Destefani**

An enchanting "mix and match" of design and craftsmanship, modern and vintage elements, combined with an original use of color, define the textile creations of Carlotta Oddone, who shares her story here

All the items featured were handcrafted by Carlotta Oddone and her workshop.

Interior and textile designer, colour consultant, you named your creative studio **Officina dell'invisibile**. Can you explain why?

My brand's subtitle is Officina dell'invisibile because I never get tired of saying that what makes objects unique and fascinating is what you can't see: the craftsmanship, the knowledge passed down through generations, the design... All those invisible things.

How did your passion for textiles begin?

My love for fabrics was born during afternoons spent with my grandmother, who used to sew clothes for my dolls. She was a professional seamstress and taught me the value of manual work. I didn't learn her craft, but I understood that designing fabrics, choosing their colours, and creating my own collections would make my work unique and recognizable. Also, I could never find the fabrics I wanted to use in my interior design projects, so I started making them myself—daring with colours, bringing stripes back to velvets, and enhancing floral and striped patterns that now define my work.

You've said that one of your goals is to bring a new idea of elegance into the home. What are the key elements of this idea?

I talk about a new idea of elegance because I don't like the word luxury. For me, colour is the fundamental ingredient. We start with the wall colours and the fabrics, and then design all the furniture around them. Another essential element is the pursuit of harmony—without paying too much attention to rules. A mix and match of design and craft, modern and vintage, works beautifully.



"Rio perla" tablecloth

It's undeniable that home textiles can add elegance to a space. How would you describe Carlotta Oddone's home, and how do your creations reflect your idea of a domestic environment?

The home I live in—and the ones where I spend my free time—are labs for experimentation, where furniture is fluid and colours change. My house in Turin has been widely published and is part of the Open House program. Perhaps it's seen as interesting because it's a bit different from the beautiful, architect-designed homes. Instead of formal rigour, it's a manifesto of im-



"Sweets baby" linen cushions



Cushions in various sizes and poufs

perfection, but also creativity. My goal when designing space is harmony and hospitality.

What are your favourite fabrics to work with? Which best express your idea of home?
I adore velvets, but I'm also very passionate about linen.

You've said our spaces should resemble us, becoming interesting as they're given character and personality—an aim you pursue through interior design. How important is personalization for your clients today? Has this need grown over time?

The beautiful homes that grace the covers of magazines all look the same. Clients come to me specifically because they want a different

home—one that's tailor-made for them. I think this need is definitely growing. One of the key words in my work is uniqueness. And uniqueness comes from craftsmanship. In the end, it all comes full circle: artisanal skills, uniqueness, custom design. And colour, too, is a way to express personality.

Speaking of craftsmanship, which you strongly emphasize—do you think many people today have rediscovered the value of this savoir-faire? What do you think is behind this renewed interest?

I believe this renewed interest in craftsmanship is a reaction to the consumerism and throwaway culture that dominates our world. People are starting to appreciate things made with care, at-



"Americana Fleurs et Fruits" placemats



tention, and effort. Maybe soon we'll care less about objects that are "precious" just because they carry a logo.

You worked in Rio de Janeiro for nearly five years, absorbing the light and colours of that place. How important was that experience in your professional development?

My time in Brazil taught me many things—some of which may be unexpected. High-end products sold there tend to conform to the Western minimalist look, as people often want to distance themselves from the colourful world of the favelas. I learned how important quality is, and that colour can be used in a refined—not just popular—way. The items sold by street vendors often inspired me the most, but they needed to be reimagined and adapted for a broader market.

As I've noted, colour is a defining element of your work in both interiors and textiles. What is Carlotta Oddone's "colour theory"? How do you use colour at home, and to what end?

I love unexpected colour combinations. Some palettes only work in certain contexts. It's a kind of game.

Among your creations are also fabric handbags, which enter the fashion realm. Does that world stimulate you? Do you think design and fashion can speak to each other, or are they too different?

It's true—I've created collections of handbags, but even those were like a game I couldn't resist, precisely because I believe design and fashion aren't that different after all. □

Tablecloth with cushions of various sizes and colors in the background

Applique "Striped bloom"



Interior and textile designer
Carlotta Oddone



Carlotta Oddone

Interior designer, textile designer, and colour consultant, Carlotta Oddone has been passionate about fabrics since childhood. After working in journalism, she chose to pursue a career in interior decoration. A five-year stay in Brazil immersed her in the local culture and opened the door to interior design consulting and collaborations with prestigious Italian textile companies. From the 1990s onwards, her team began to take shape—upholsterers, seamstresses, embroiderers, carpenters—building lasting professional and personal relationships. Over the past ten years, Carlotta fulfilled her dream of entering the world of textile publishing, creating solid-colour fabrics in timeless shades and original prints designed by her studio. Her interior design projects—both residential and in hospitality—are made even more distinctive by her signature fabrics: velvets, linens, stripes, and whimsical floral animals evoke a warm, dreamlike, and always welcoming world. Today, her textile design brand focuses mainly on colourful velvet prints, and her spaces are crafted to reflect the personality of those who live in them.

Carlotta Oddone's website is www.carlottaoddone.it, and she is also on Instagram: [@carlottaoddone](https://www.instagram.com/carlottaoddone).

Scents OF WINTER

by Francesca Guerini Rocco

A SENSORY CHRISTMAS: “SMELL”

Hortus by Ethimo, the home diffuser designed by Luca Nichetto, is perfect for all four seasons. It releases citrusy and spicy notes (lemon peel, velvety woods, musks, lavender, green apple, yellow peach) that awaken the senses, evoking the charm of timeless places and a feeling of calm and harmony. An elegant box contains the borosilicate glass and ceramic diffuser, the Hortus Vivace fragrance, and a convenient refill.

Warm, spicy or floral notes embrace the home in a sensory hug that celebrates winter and Christmas. Scented candles, diffusers, and designer sprays become both decorative objects and refined gift ideas, capable of evoking intimate, cozy, and festive atmospheres. From iconic fragrances to new olfactory interpretations, here are the latest creations designed to warm the soul and transform every space into a haven of beauty and well-being



Horomia celebrates the end-of-year festivities with a new Home Fragrance collection featuring spicy and citrusy notes, specially designed for Christmas. Orange & Cinnamon, available as a reed diffuser, scented candle made with natural soy, and spray diffuser, brightens winter days with a sharp note of ginger softened by cinnamon and patchouli. The effect is immediate: a warm, revitalizing fragrance that feels like a comforting embrace.



The perfect gift for the home? Dolce Roma XXI by Locherber—a fragrance inspired by the mysterious charm of the Eternal City, evoking the allure of La Dolce Vita. It opens with fruity notes of pineapple, apple, and red grape, evolving into hints of rosewood, fig, and olive tree, enriched with amber, patchouli, musk, and vanilla. An intense, passionate scent that instantly warms the atmosphere. Available in an elegant gift box.

Winter is the perfect time to turn your home into a haven of comfort and indulgence. Tesori d'Oriente offers the ideal fragrance for every room: Hammam, presented in an elegant aromatic diffuser with natural rattan sticks, releases a floral, sensual, and luminous essence for up to eight weeks. Vibrant notes of mandarin blend with the sweetness of almond blossom, orange blossom, Sambac jasmine, and base notes of vanilla and amber, delighting all the senses.



Exclusive fragrances crafted with natural ingredients and a refined elegance that fills every corner. Vincenzo Dascanio's scented diffusers and candles combine aromatherapy and design, available in a wide variety of scents: Nero Nobiliare, Velluto, Flora, Moro, Cardamomum blend with aromas inspired by Lake Como, Venere, Limoni di Noto, Portofino, Incanto and many more, for a tailor-made, sophisticated effect.



Srivannavari Maison celebrates the art of living with "Maison des Fleurs," a limited-edition collection in Bone China ceramic. Candles, plates, cups, and espresso tumblers are adorned with unique hand-drawn designs by Creative Director H.R.H. Princess Sirivannavari Nariratana Rajakanya, and are complemented by elegant glass aromatic diffusers decorated with tassels, available in four refined fragrances. Each piece in the collection is crafted primarily from kaolin and bone ash, materials that give the ceramic its delicate ivory-white tone and exceptional brilliance.



A jar candle and a room diffuser in a bottle complete with a little Christmas tree: with Caleffi, the air is filled "with holiday spirit" thanks to the Festa di Natale fragrance, joined by Rosarum and Velluto Nero—perfect scents to warm the atmosphere throughout the winter season.

Café Satin, the new alluring fragrance by Locherber Milano, envelops the senses like a velvety, silky caress. Its aromatic profile is inspired by Gesha coffee—one of the world’s finest Arabica varieties, originally from Ethiopia. The scent opens with the bitter yet smooth and enveloping notes of coffee, unfolds into an explosion of rose and geranium, and finishes with a warm, sweet blend of vanilla, amber, and white musk. A perfectly balanced sweet-bitter duality, further enhanced in the candle format by the warmth of the flame, which diffuses floral notes into the air, infusing the space with femininity and silky elegance.



Weavers Home Fragrance is the home scent line by Poltrona Frau, offered in two formats: the decorative candle with lid, Weavers Candle, and the Weavers Diffuser with rattan sticks. Both are housed in a grey translucent lacquered glass container wrapped in Pelle Frau® leather. Two exclusive and intense fragrances are available: Pink Pepper Touch Scent, with Peruvian pink pepper, nutmeg, leather, and tobacco leaf; and Saffron Breeze Scent, featuring Calabrian bergamot, saffron from Abruzzo, artemisia, suede leather, tonka bean, and rice powder.



A tribute to the art of porcelain and Oriental decoration, the Oriente Italiano collection by Ginori 1735 highlights the historic floral “Garofano” motif—typical of Faenza ceramics and inspired by Eastern tradition. Enhanced by the new Rubrum and Aurum shades and refined gold trim, it creates a flawless, chic Christmas atmosphere. Alongside home fragrances housed in elegant boules, the collection includes plates, tea and coffee sets, and home accessories—each a product of outstanding Italian craftsmanship.

Among Fornasetti’s signature motifs, the sky stands out, featuring suns and moons with anthropomorphic traits. These celestial figures, adorned with golden details, orbit across small home accessories and scented candles. Housed in hand-decorated porcelain jars, they release the woody and aromatic notes of the refined Immaginazione fragrance.



Lanerossi launches the winter season with three new home fragrances: Welcome Home, with fresh and sparkling notes of citrus, tea, and mint, blended with spices and soft woody tones; Sweet Dream, revitalizing with lavender, sage, and rosemary, and a soft heart of jasmine, violet, and white rose; Winter Tale, a fragrance that balances freshness and warmth in an oriental, aromatic, and woody mix with floral and sweet undertones. Available as both candles and reed diffusers.





As summer lingers, we turn our gaze toward the enchanted horizon of Christmas, envisioning atmospheres that delight and stir every sense at the table. The textile collection from MARTINELLI GINETTO offers unique solutions aligned with the latest trends in tablecloths and napkins, anticipating the needs of the holiday season.

To create a Christmas filled with wonder, the harmony of tactile materials and refined color combinations becomes essential. Linen, with its distinctive weave, brings a sense of understated, authentic elegance to the table. The col-

lection features linens in a wide range of colors and designs—from neutral and earthy tones perfect for a rustic-chic atmosphere to rich woodland hues and warm wine shades, ideal for a more sophisticated and intimate city setting. The slightly worn texture of linen adds a

cozy warmth for a truly immersive sensory experience. Cotton, on the other hand, offers exceptional versatility and instant comfort, allowing for bolder color combinations: from traditional vibrant reds and classic emerald greens to deep midnight blues and radiant golds. Its innate softness and excellent color rendering make it ideal for setting both classic and contemporary tablescapes—always inviting and warm. With finishes ranging from percale to panama, cotton opens up endless possibilities for styling.

For those seeking to add a magical, luminous touch, metallic fabrics—especially lurex-infused linens and cottons—are a rising trend. A subtle sparkle, delicately catching the glow of candlelight or holiday lights, visually enhances the table experience. Metallic threads, skillfully woven into the fabric, create a shimmering effect that beautifully celebrates the festive season. □

www.martinelliginettogroup.it



The enchantment of Christmas WITH MARTINELLI GINETTO'S *table linens*

New TABLETOP languages

by Fabio Destefani

From organic linen to natural colors, the latest trends for setting the table with style and creativity



Martinelli Ginetto

Setting the table is an act of sharing: whether vibrant in color, perfectly coordinated in white, or artfully casual, the table reflects a tradition in constant evolution. Its mise en place calls for a rich array of linens—tablecloths, napkins, placemats, and runners—that become key protagonists, along with plates, glasses, and cutlery, of every shared meal.

Given its important role in home décor and interior design, table linen shapes the style and mood of each occasion. Naturally, it evolves in step with lifestyle trends. In line with a growing focus on sustainability, today's table embraces organic linen, recycled cotton, and hemp—materials that not only have a low environmental impact and excellent durability, but also offer rich textures that bring a sense of natural elegance to the table.

Nature also inspires today's color palette: earthy tones like olive green, ocean blue, and terracotta are increasingly popular, creating a warm and welcoming atmosphere. These shades pair beautifully with natural materials and help set a relaxed, comforting scene.

For more imaginative minds, table linens can be a canvas for creativity. Beyond their functional role, their design becomes an aesthetic statement. Geometric patterns, botanical prints, and abstract motifs—often inspired by global cultures—let hosts take guests on a sensory journey around the world.

This tradition of table linen, constantly renewed, finds its contemporary expression in versatility. Once reserved for special occasions, table textiles are now seen as everyday essentials, adaptable to diverse lifestyles and settings. Multifunctional designs suited for both indoor and outdoor use—ideal for anything from a casual lunch to an elegant dinner—are increasingly in demand. □

THE MISE EN PLACE FOR CHRISTMAS PARTIES

Christmas is served DRESS THE TABLE for the holidays

by Francesca Guerini Rocco



The Christmas table is adorned with new stories to tell—fairytale illustrations, artistic references, traditional patterns, and magical lighting. The latest textiles for the mise en place celebrate the ritual of togetherness with fine materials, tailored craftsmanship, sustainable details, and an aesthetic that blends taste, tradition, and innovation. And let's not forget practicality! From timeless tartans to graphic motifs inspired by nature, every tablecloth becomes a stage to stylishly set the scene for the year's most anticipated moments

Perfect for those seeking an alternative to the classic Christmas tablecloth, Tutti a tavola by Mirabello Carrara brings bears, ibexes, and marmots to the table—ready to welcome friends and family to a joyful feast. Designed by artists Kiko and Sveva Perotti, it's made from premium 100% organic cotton satin, a high-quality bio sateen that's machine-washable and entirely made in Italy. Available in sizes 150x230 cm and 150x260 cm.

100% cotton for the Geo Classic Red tablecloth by Alviero Martini 1Classe for Caleffi. The placed print with red border pays homage to vintage maps, a signature element of Alviero Martini's iconic style. Made in Italy using top-quality raw materials, the tablecloth combines fine pure cotton fabric with elegant digital printing. A luxurious gift idea for metropolitan globetrotters. Available in sizes 150x150 cm, 150x180 cm, 150x240 cm, and 150x280 cm.



Tombola is, as we all know, a classic holiday family game. So why not “serve” it right at the table on Christmas Day? Just like Gabel does with Tombola, a set of six placemats in pure cotton panama that perfectly replicate the number cards—complete with wooden chips. Double-sided: one side features a hand-drawn Christmas illustration, while the other side has the cards for playing a traditional round of tombola with family and friends. Size: 35x50 cm.



The timeless white tablecloth decorated with festive motifs: L'Oca Nera presents the rectangular Tavola delle Feste model, featuring a profusion of stars, Christmas characters, and decorative objects, along with the essential sprigs of mistletoe. Made of stain-resistant and water-repellent polyester, available for 8, 10, or 12 seats.



Bosco d'Inverno is the design by Mirabello Carrara, created in collaboration with painter, musician, and composer Nicola Pankoff for the winter collections. A fantastical, surreal fresco that dresses the holiday table in bio satin fabric, featuring bold colors and fairytale-like details inspired by the forest. A magical touch for the Christmas Eve dinner. Available in sizes 150x230 cm and 150x260 cm.



Papermon presents the Christmas 2025 Collection, all about practicality. The disposable table linens combine the elegance of classic holiday colors with new inspirations drawn from nature and sustainability. The main shades are festive classics—red, gold, and white—complemented by a sophisticated dark green, one of the most popular color trends for 2025.

A festive table set beneath a starry sky to celebrate Christmas. Casaralto presents Via Lattea, a tablecloth (also available as a runner) entirely handmade in Italy and illuminated with special stars created using optical fibers. Hidden beneath the table is a small battery, adding a sparkling touch to the holiday dinner.



A dense forest of pines decorates the Pinetti modular collection in pure cotton by VallesusaCasa, seemingly designed to celebrate the holidays with endless festive tables. The tablecloth ends on one side with three buttonholes and on the opposite side with buttons, allowing its length to be extended by attaching additional runners from the same collection. Part of the "Natale in Tavola" collection, it is made of pure cotton panama with an all-over digital print. Tablecloth: 150x180 cm, runner: 50x150 cm.



The classic Scottish check in shades of green and red, traditional alpine motifs, and that cozy mountain atmosphere that instantly warms the winter. VallesusaCasa from the Gabel group interprets the holidays with a rustic touch. The Scottmas tablecloth is made of pure cotton panama with a digitally printed Christmas pattern, enhanced with raised embroidery. Available for 6, 8, 12, or 18 place settings.



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