



Salone del Mobile, Milan
14 - 19 April 2015

**The first Kartell by Laufen monobrand store opens its doors in the heart
of Milan's Brera district
concept design by Ludovica and Roberto Palomba**

Just over two years since its launch, having toured the project around the world and having opened more than 500 points of sale in more than 40 countries, Kartell by Laufen is launching its first monobrand store in the heart of Milan's Brera district, at Via Pontaccio 10.

A signal to the international market that it is here to stay, the Kartell by Laufen catalogue comprises a full range of furnishings, accessories, sanitary ware and other bathroom fittings designed by Ludovica and Roberto Palomba.

"Kartell by Laufen to us is an harmonic collection made of exciting icons representing the perfect balance between high-tech and pure beauty".

Ludovica + Roberto Palomba

Milan, 14 - 19 April 2015 - Only two years since Kartell by Laufen's collection début at the ISH in Frankfurt. Right from the word go, the market responded enthusiastically, with the entire project speaking a diverse language compared to its competitors. Quality, innovation, materials research, emotion, glamour: these are just some of the ingredients and values that went into creating a project that, since its very beginning, was a born winner.

Its efforts were also recognised by some of the sector's most eminent opinion leaders, including Wallpaper, which awarded it the prize for Best Wash at the Wallpaper Design Awards 2013, and Elle Decoration International, which named it the winner of the EDIDA 2014 prize in the Bathroom category. From 2013 to 2015, an intensive, far-reaching roadshow saw international events taking place in major cities (London, Brussels, Prague, Warsaw, New York, Miami, Paris and San Paolo) and took the project to some of the biggest design fairs in the world (Salone del Bagno 2014 and ISH Frankfurt 2015). These events gave the international public the chance to get up close and personal with the product and truly understand its value.

Since its début, more than 500 high-quality stores have been opened in more than 40 countries worldwide.

Kartell by LAUFEN

As proof of this commitment to retail, Kartell by Laufen is launching its first monobrand store in the heart of Brera, at Via Pontaccio 10: about 200 square metres, with four store windows opening onto the street. The setting of this first space is by Ludovica and Roberto Palomba, best interpreters of a new way of conceiving bathroom projects. The internationally famous architects and trend setters of this industry, as well as designers of the entire collection, feature the best of Kartell by Laufen in unexpected thematic and chromatic moods.

Milan is the ideal home for a retail project based on a monobrand concept and high-end distribution within the bathroom industry.

Kartell by Laufen
Via Pontaccio, 10
Milan

14 to 19 aprile from 10am to 8pm
opening party 14 april from 7pm to 9pm
www.kartellbylaufen.com

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