

Dive into the blue

The first Kartell by Laufen mono-brand store will be celebrating summer 2015 with a special new display, while the brand has now expanded to 550 new stores in over 40 countries.

Milan, 8 July 2015 - To welcome in summer 2015, only a few months after its grand opening, the Kartell by Laufen store in Milan's Via Pontaccio will be decked out in its finest summer attire to mark some key milestones in the brand's commercial expansion.

Since its launch in 2013, Kartell by Laufen has already opened more than **550 stores in over 40 countries throughout the world**. The latest and most significant additions to the brand's network have been in **Miami, Prague, Brasilia, Montreal, Bali, Shanghai and Singapore**, bearing witness to its strong international calling. Thanks also to the strength of its two founder companies and its industrial approach, Kartell by Laufen is well on its way to become a global leader in the contract and luxury hospitality sectors.

Kartell by Laufen in Milan

The Kartell by Laufen store at 10 Via Pontaccio is a prime example of how the brand has focused heavily on its flagship stores right from the beginning.

Covering some 200 square metres and with four large windows overlooking the street, it has been designed by Ludovica e Roberto Palomba. The clean, fresh ambience, which reflects the brand's style, extends over two floors where different materials are cleverly juxtaposed alongside internal architectural features. The crowning glory is the bold and eye-catching window display: a glowing mesh of backlit white platforms create a basis for Kartell by Laufen's still life composition, with vibrant transparent plexiglass panels forming the backdrop.

The ground floor is home to a total of five bathroom scenes, each one corresponding to a different range and featuring the very latest products, from the 120 cm basin to metal washstands and the company's Boutique furniture. Functioning examples of Kartell by Laufen's bathroom solutions are on show right at the entrance on a long, slanting wall. This same wall displays the entire washbasin range, while taps and fittings boast their own dedicated area.

Downstairs you can see seven more bathroom set-ups that vary significantly in terms of size and feel. Some radiate colour, such as the mainly orange or the all-black options, while others are pared down to demonstrate the success of the brand's products in smaller spaces. There are of course also a host of solutions for the hospitality and contract industry in general.

This showroom and set-up show off the Kartell by Laufen collection's incredible versatility and ability to stylishly slip into place in a multitude of different contexts.

Milan is the ideal home for a retail project based on a mono-brand concept store and high-end distribution within the sanitaryware sector.

"The Kartell by Laufen showroom is the perfect opportunity to introduce our unique vision of the bathroom while also displaying an architectural vision that opens the doors to embrace a truly interactive world of events, presentations and investigations. This lively and open space gives architects and designers the chance to interact with the collection thanks to a series of different displays which represent the challenges encountered each day by professionals as they plan their creations. The first Kartell by Laufen flagship store was launched exactly for this reason: to share their ideas, wishes and curiosity about a room that is becoming significantly important in people's homes."

Ludovica and Roberto Palomba



Kartell by Laufen – its 2013 launch and subsequent recognition

It is just two years since the Kartell by Laufen collection made its début at the ISH in Frankfurt. Right from the beginning 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 launch, was a born winner. Its efforts were also recognised by some of the sector's most important 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 close and personal with the project and truly understand its value.

The complete press-kit including photos please download here:

http://www.themenserver.com/Laufen/Laufen_Events/Kartell by Laufen_Dive into the Blue.zip

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For more information:

Kartell - International Press Office

Gabriella De Biase

Tel- + 39 02 900 12277

Email: gabriella.debiase@kartell.it

Laufen - International Press Office

Béatrice Rüeger – Laufen Global Public Relations Manager

+41 61 765 75 54

Email: beatrice.rueeger@laufen.ch

Daniela Sarracco

EVDS Public Relations

+39 02 83241965

Email: info@evds.it