

Devon&Devon

NEW STORE IN BRERA AND NEW PROJECTS FOR THE BRAND

A genuine hub opens for Italian bathroom design with the promise of innovative trends.

All during the Milan Design Week

Devon&Devon celebrates 25 years in the business with its ultimate 500 m² showroom in the prestigious late 19th century palace situated in via San Marco no. 38, in the Brera district. An original international hub is created in a strategic location in Milan, the cradle of art, culture, fashion and design.

Gianni Tanini, CEO at Devon&Devon: "It is not a mere showroom but a global centre of attraction, the heart of brand communication activities and a meeting point for designers, architects, interior decorators, the media and everybody who seeks quality and beauty. The hub opens at an important moment for the brand, a time packed with challenges and new trends. The Milanese week offers the occasion to disclose them."

The extensive space designed by Architect Paola Ciarmatori Tanini preserves the typical traits of the period Milanese palace with rigorous and basic interventions. Consistently with every Devon&Devon store in the world, the intention is to absorb local aesthetic ideas and merge them with the unmistakable taste of the designer furnishing firm.

"Milan is the capital city of design, and we wanted to have a new location in this city, a site that would be larger, centrally located and ideal for brand objectives, which centre on developing brand values, relating the story of talent and unique skills, and promoting Italian creative flair in the world. During the design week the new showroom will be the site and backdrop that narrates our ultimate design concepts," says Paola Ciarmatori Tanini.

The decision to abandon the historical store in Via Tortona to move to the heart of cosmopolitan Milan is in fact part of a strategic plan to reposition the brand. Every member of staff is working towards this goal. Marketing and communications, production and sales are channelling their efforts to open, along with the latest Milanese hub, a decisive innovative chapter in the history of the brand.

Opening Cocktail Party, Thursday 10th April at 7pm.

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Opening hours Milan Design Week: Tuesday 8th to Sunday 13th - 10am - 8pm

Monday, 7th April, **Press Preview** - 3pm - 9pm

Thursday, 10th April, **Opening Cocktail Party** - 7pm

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