

Beautiful Italy



100

BRANDS WE LOVE

Fashion, motors, design,
food, cosmetics, perfums,
wine, arts & crafts



06

ALESSANDRO DIGAETANO/COURTESY POLTRONA FRAU

POLTRONA FRAU

WHO HAS NEVER HEARD OF THE VANITY FAIR ARMCHAIR?

More than a hundred years of activity and a transformation: from a local lab of high craftsmanship to a luxury brand recognized worldwide. This is, in short, the history of Poltrona Frau, a company from the Marche region, in central Italy, founded in 1912, a brand that turned skilled manufacturing and materials research - whose symbol is the famous Pelle Frau® - into a global success. With more than 60 mono-brand outlets, including 10 flagship stores from New York to Rome, Paris, Taipei, as well as London, Istanbul, Milan and Shanghai, Poltrona Frau has become the brand that symbolizes an exquisitely Italian luxury, conveyed through a discreet and universal elegance, which the company proposes for residential as well as the office, and contract markets and for the interiors of cars, airplanes, yachts, helicopters and trains. In the Frau world, great classics such as the Vanity Fair armchair (pictured) and the Chesterfield couch go side by side with contemporary furniture made over the years in collaboration with Italian and international designers such as Pierluigi Cerri, Achille Castiglioni, Michele De Lucchi, Jean-Marie Massaud and Roberto Lazzeroni. In the contract sector, Poltrona Frau develops and implements projects with architects such as Jean Nouvel, Norman Foster, Richard Meier: from El Palau Reina Sofia in Valencia, to the Walt Disney Concert Hall in Los Angeles, and the Auditorium Parco della Musica in Rome. The contemporary traveler's habitats designed by Frau's Interiors division reveal the same attention to quality. Frau also works for Ferrari, Maserati, Rolls Royce, Japan Airlines, Air France, Star Alliance, Etihad and Cathay Pacific. poltronafrau.com

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SAN PELLEGRINO

AN "AMBASSADOR" WHICH VALUES ITS HOME TERRITORY

The only brand from the food section to have a double partnership: Expo Milano 2015 and the Italian Pavilion. Perhaps because San Pellegrino mineral water best represents the heart and soul of Made in Italy: sourced from an Italian spring with unique characteristics, it has been exported since the early 1900s in 145 countries. sanpellegrino-corporate.it

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DOLCE&GABBANA

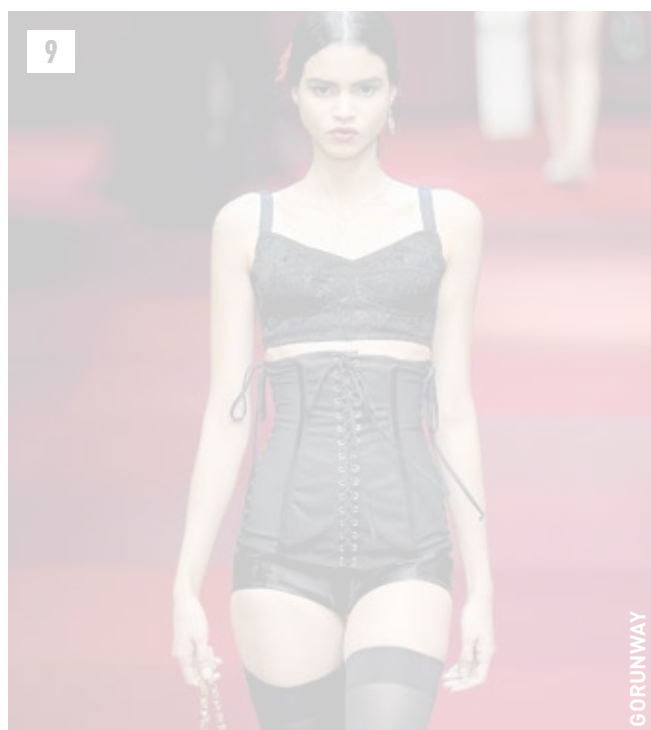
SENSUALITY AND GLAMOUR OF THE MEDITERRANEAN STYLE

Two complimentary talents for a common vision of women, seductive, religious and close to their family. From their debut in 1985, Domenico Dolce e Stefano Gabbana have reinterpreted Sicilian atmospheres and traditions. Their style reinvents iconic elements such as black lace and satin and mixes them with erotic brazenes and religious hints. dolcegabbana.it



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MICHELE TA BOZZI/COURTESY GRUPPO SAN PELLEGRINO



9

GORUNWAY

08

NONINO

MASTROIANNI AND CLAUDIO ABBADO'S FAVOURITE GRAPPA

The nectar of Friuli is high-grade and highly enjoyed: Nonino Grappa has been distilled since 1897 in Percoto, Udine, in a factory led by Gianola Nonino, revolutionary spirit guide and conqueror of international as well as Italian well known palates. For 40 years Nonino has held a prestigious international cultural award. grappanonino.com

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BULGARI

RARE STONES AND BOLD DESIGNS SINCE 1884

The Italian dynasty of jewelers was founded by Sotirio Bulgari in 1884 using the gold crafting traditions of ancient Greece. Its distinctive style: the unmistakable cabochon cut, the large colorful precious stones set in gold, ancient coins in the middle of necklaces and bracelets. Cult objects worn by movie stars like Elizabeth Taylor, Ingrid Bergman, Sofia Loren. bulgari.com



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