

AN IMAGE OF THE SCAVOLINI MONOBRAND STORE INSIDE THE BOSTON DESIGN CENTER. THE SHOWROOM DISPLAYS THE KITCHEN PROGRAMS, THE COLLECTIONS FOR THE BATHROOM AND TWO LIVING ROOM SOLUTIONS.



STARS AND STRIPE STRATEGY

The Scavolini monobrand store in Boston – on the 6th floor of the Boston Design Center, a building hosting some of the leading design brands and contract suppliers – has an area of 250 square meters, presenting all the new products of the Italian brand: five complete kitchen compositions and four collections of bathroom furnishings specially developed for the US market. Among the solutions presented at the flagship store, the Liberamente, Foodshelf and Diesel Social Kitchen programs, the Rivo, Font, Aquo and Idro lines of bathroom furnishings, and two living room solutions created with the Fluida wall system. With this recent opening

With the opening of a new monobrand store in *Boston*, Scavolini further consolidates its presence in the USA, a country to which the Italian company has exported its products for over 20 years

Scavolini consolidates its presence in the USA, a country to which the Italian company has exported its products for over 20 years, where it operates with an affiliate (Scavolini USA) and about 20 points of sale, including Las Vegas, Chicago, Houston, Miami and Scavolini SoHo Gallery in New York, which is still the largest kitchen showroom in Manhattan. The North American market is fundamental for Scavolini's distribution strategy, and its

rapid growth has led – in the first half of 2016 – to double-digit sales results. These gains also reflect the situation in the contract sector, where the brand has a portfolio of excellent references, including the One West End residential tower in Manhattan (supplying over 250 custom kitchens by the architect Jeffrey Beers), or The Grand, a project composed of three 'luxury towers' with 750 habitat solutions, furnished with Scavolini kitchens and bathrooms. ■ A.P.