

**PRESS RELEASE**

**GIORGIO COLLECTION PRESENTS THE CHARISMA COLLECTION**

*Precious materials and refined hues set a new contemporary paradigm*

**SALONE DEL MOBILE.MILANO 2019**

HALL 4, STAND C21-D16

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**Giorgio Collection** – the company helmed by Fabio Masolo, where experience and long-term vision form an inseparable bond – has chosen the Salone del Mobile to present the **Charisma** collection, designed for the first time by *Castello Lagravinese Studio* with the extraordinary participation of *Maria Serebryanaya*.

An innovative decor proposal developed this year at Pavilion 4 in a stand of over 500 square meters; an itinerary of seven tableaux in which the know-how of **Giorgio Collection** meets the flair of highly acclaimed designers, called in to interpret a total look based on the use of precious materials. **Charisma** is synonymous with contemporary charm, a luxury experience that corresponds to the tastes of an increasingly cosmopolitan clientele. Entirely produced in Italy, it makes attention to detail its strong point, together with a *prêt-à-porter* attitude – unique in this sector – that guarantees delivery of furnishings anywhere in the world in the span of just a few days.

The new collection is the result of the intuition and long-term perspective of Fabio Masolo, who in over 60 years of research and sartorial enterprise has chosen designers capable of foreseeing the potential of new markets, intercepting the dreams and needs of an emerging high-end clientele – from Russia to China, the Middle East to Southeast Asia. An authentic, never banal approach to decor, which this year narrates a mood of unexpected feminine character, revealing for the first time the sensual side of the **Giorgio Collection** maison.

Not a turning point with respect to the previous collection – which has echoes in the gilded finishes – but instead an original way of experiencing luxury in the home, in a game of enveloping lines created by the art director **Castello Lagravinese** and shared by the designer *Maria Serebryanaya*, who has

created a soft salon in sand tones, and a hand-carded carpet in wool and silk, giving rise to an atmosphere of sensual features that plays with delicate chromatic variations.

Over 60 new items will be on display. For the bedroom, the living room, the dining room, the executive office and the corner cafe: every space presented at the **Salone del Mobile** embodies concepts of absolute comfort and elegance.

Based on tones of charcoal grey, the **Charisma** collection stands out for the quality of its raw materials and their delicate combination: exclusive African black Bubinga wood with a glossy finish forms the structure of the rectangular table, the display cases and the low TV stands; in the bedroom, the velvet-silk blend of the upholstery meets quilting in grey nabuck covering the bedside units and the headboard. The feet and metal details are in steel with galvanic gold plating. The parts in grey Alpi marble are precisely shaped: an exclusive touch that enhances tables, the tops of bedside units, chests of drawers and vanity desks, along with the original handles offered in the catalogue.

The **Charisma** collection includes a series of precious furnishing complements like lamps, mirrors and carpets. Paintings, vases and decorative objects with elegant forms, made with materials of the highest quality, such as handcrafted Murano glass.

The stand also features three furnishing solutions from the **Infinity** collection by Giorgio Soressi: the bedroom, living area and dining room feature the use of African Makoré wood and mahogany in dark grey, combined with green Bolivia marble. The dining zone is furnished with the **Alchemy** line by Giorgio Soressi, in African sycamore with light grey tiger-stripe finish.

**INTERNATIONALISATION** | Since 1956 the company directed by Fabio Masolo has grown, becoming an authoritative trendsetter in the luxury furnishings sector, thanks to a capillary presence in 48 countries and a series of monobrand showrooms. Its strong point is loyalty, seen as a true philosophy. Behind the extreme consistency and uniqueness of **Giorgio Collection** lies the ability to establish lasting relationships of collaboration, operating with solid partners as the central focus of the entire structure. In addition to the recent openings in Tehran, Doha and Kuwait City, the brand is about to launch four new exclusive stores in the cities of Amman, Jeddah, Kiev and Moscow. The latter will contain the official headquarters of the new affiliate GC Russia: a strategic choice that

confirms the importance of the local market, the focus of intense commercial growth activities, including events, meetings and partnerships formed with the most important players in this sector.

For capillary management of contract and hospitality project on a local level, starting in March 2019 **Giorgio Collection Africa** has been activated, as a company based in Kigali, Rwanda. The African distribution of the brand is the result of collaboration with important real estate investment firms that respond to the opportunities offered by impressive economic growth in Sub-Saharan countries. A new frontier for furniture Made in Italy, which the company has decided to explore in a multi-year agreement and a series of projects in which it plays a leading role in Ghana, Ethiopia, Uganda and Rwanda. Countries where **Giorgio Collection** has already created furnishings made to measure, handling the entire technical and operative coordination of the projects: this is the case of the 105 apartments at Accra (Ghana), which will be followed by 147 other housing units. In Rwanda the company is working on the construction of the Sheraton Kigali and a series of resorts, as well as two boutique hotels.

**SOCIAL AWARENESS** | With the goal of consolidating its image on a worldwide level, **Giorgio Collection** continues to implement activities in digital media and the social networks, which evolve in synchrony with the recently updated website, supplementing the visibility in traditional magazines where the company invests in major advertising campaigns. **Instagram, Facebook** and **WeChat** are increasingly strategic channels through which to interact on a daily basis with the international community, receiving very positive feedback that reflects the constantly growing passion for the authenticity of Made in Italy. An on-going stimulus for **Giorgio Collection** and its history of unflagging success.