

**PRESS RELEASE**

**THE CHARISMA COLLECTION ENCHANTS MOSCOW FAIRGOERS**

*A collection designed by Castello Lagravinese Studio with the exceptional participation of Russian designer Maria Serebryanaya*

**SALONE DEL MOBILE.MILANO MOSCOW 2019**  
HALL 8, STAND C25-D24

---

Always punctually on hand for events on the Russian market, **Giorgio Collection** brings its luxury experience with a contemporary spirit to Moscow, in collaboration with Casaricca Expo, the exclusive distributor of the Giorgio Collection brand.

This year the **Charisma** collection narrates a mood with an unexpectedly feminine character, revealing the sensual side of **Giorgio Collection** for the first time. Not a clean break with the previous collection – echoed by the gilded finishes – but an unprecedented way of experiencing luxury.

In four settings of an exhibition space of 100 square meters, the know-how of **Giorgio Collection** meets the delicate flair of renowned designers, assigned the task of interpreting a total look based on precious materials.

A bedroom, a dining room and two different living presentations: each area embodies absolute concepts of comfort and elegance, in tones of charcoal grey. The catalogue also includes a corner bar and an office.

**Charisma** is the translation of research and selection of products of the highest quality, which then take form. Black Bubinga, a rare African wood, is combined with premium-quality nabuk leather and silk-blend velvet, for upholstery and hard surfaces as well. These precious materials are set aglow by light fine gold galvanic details, while ultra-fine Alpi grey marble enhances the tops of tables, chests of drawers, vanity tables and handles. The collection also includes a series of exceptional decor complements, such as chandeliers, mirrors and carpets.

The spotlight is also on the creations of the Russian designer **Maria Serebryanaya**, with the *Passion* line for the living area. A soft salon in sand tones for the sofa – available in 2, 3 and 4-seat versions – the armchair and the padded table. The feminine touch can be perceived in the gentle, sensual lines. The quilted back is offered in leather of the highest quality, nabuk, printed lizard, suede or velvet. The cushions with leather borders match the tones of the other elements, including the table. The dialogue of forms and materials also extends to the upholstered chairs for the dining table, available with or without armrests. The overall picture is completed by the handcrafted carpet in wool and silk.

The Salone in Moscow is the main event of the home-decor sector in Russia and for the countries of its geopolitical circle. This year, the appointment is more important than ever before for Giorgio Collection. During the first days of October, in fact, the company opens a new monobrand showroom of 350 square meters at **Casa Ricca Expo**: 5000 square meters in the heart of the capital, close to the Kremlin and facing Gorky Central Park. Here the **Giorgio Collection** displays will occupy a space of excellence, alongside the most important luxury brands of the sector.

As Fabio Masolo, owner of the company, emphasises, «also in Russia, among the high-end brands, the style of **Giorgio Collection** stands out for its forceful personality, a taste that responds to the desires of a clientele in search of an Italian design product to put on display. Our production is 100% Made in Italy, making great attention to detail its strong point, together with a *prêt-à-porter* attitude – unique in this sector – that guarantees delivery of furniture anywhere in the world in just a few days.»

#### **MOSCOW SHOWROOM**

Frunzenskaya Embankment 30

Build. 19 Pad.15

121170 Moscow

ph.: +7 495 665 81 19

*salesrussia@giorgiocollection.it*