

## Aesop's Collaboration with Salone del Mobile 2024

Form follows formulation

From 16-21 April, Aesop rouses Milan's senses with a series of design installations inspired by its own products. This may be Aesop's first official partnership with Salone, but an avant-garde and sensitive approach to spaces and objects has always been integral to the brand—true to a conviction that few things are more conducive to a life well-lived than well-considered design. And so, each aspect of the brand's presence at Salone takes its form not only from function, but also from an Aesop formulation.

At Aesop's newest Milan store, in Piazza Cordusio, Body Cleansing Slabs form the very building blocks of a literal soap salon by Nicolas Schuybroek. Each bar appears to hover in monolithic grid formation, almost miraculously supported by a slender timber structure that can be readily disassembled and reused in different locations after the fair has ended. Peepholes in the assembly reveal films devoted to cherished Aesop products, to be glimpsed in passing or gazed upon at leisure. Amid the muted calm of the soap structure, an expert Aesop therapist will enact a live performative facial at a specified time each day. Invited guests will witness the meticulous choreography of the brand's finely tuned approach to caring for the skin, including preparing custom formulation blends, cleansing, exfoliating, massaging and hydrating. An otherworldly figure will narrate each move, imparting visceral wisdom that would otherwise go unspoken.

For those that wish to delve deeper into how codes and principles from both product development and store design come together at Aesop, a panel discussion between eminent Aesopians will take place on the evening of 19 April.

Aesop is smelled before it is seen. Curious ramblers can follow their noses around the city to discover wandering Aesop Aromatoria, which will seduce and enliven the senses at serendipitous locations. Panelled onto the travelling booths' façades, Aesop-devised maps of the area will highlight works by emerging designers, in addition to curating Milanese cultural immersion and recommending favoured eateries. Such references will also be available as a portable guide, so visitors can see the city—figuratively—through amber-tinted glasses.

### Aesop

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### About Aesop

Aesop was established in Melbourne in 1987, and has since been formulating products with efficacy foremost in mind—their complex, distinctive aromas are but an incidental treat. The range now spans skin, hair and body care, as well as fragrance and accessories for the self and home. Some of the ingredients used are plant-based; others are laboratory-made; all are ethically sourced and have a proven record of safety. Aesop—a Certified B Corporation™—does not test its formulations or ingredients on animals. All Aesop products are vegan, Leaping Bunny approved, and included on PETA's cruelty-free and vegan lists. They are available at [aesop.com](https://aesop.com), in Aesop signature stores and department store counters, and from select like-minded retailers across the globe.

# Panerai returns for the second year as Official Timekeeper to the 62nd edition of Salone del Mobile.Milano

Panerai, the luxury watch brand blending Italian design with Swiss watchmaking precision, returns as Official Timekeeper to the 62nd edition of Salone del Mobile.Milano, strengthening its historical connection with a global event representing, since 1961, a benchmark for the furnishing and design sector.

From 16th to April 21st, 2024, Panerai enriches the visitors experience with two distinctive touchpoints that reflect the event's geographic spread: a captivating pop-up at Rho Fiera Milano and the recently inaugurated Casa Panerai in via Montenapoleone, right in the heart of the city.

These two hubs set the stage for a week of exciting animations and the unveiling of an emblematic timepiece exclusively dedicated to the Italian market for one month starting from 16th April, mirroring the brand's continuous dedication to performance and technical innovation.

"We are thrilled to reaffirm our partnership with Salone del Mobile.Milano, a platform that aligns with Panerai's values. This collaboration underscores our enduring connection to Milan, a city that epitomizes the pinnacle of creativity. Our goal through this unique engagement is to provide an all-encompassing experience that showcases the meticulous technicity, aesthetic finesse, and innovative spirit at the heart of Panerai" says Jean-Marc Pontroué, CEO of Panerai.

The 80sqm overlooking Corso Italia at Rho Fiera Milano are designed to draw visitors into the world of Panerai. While showcasing the brand's rich heritage through a timeline and historical images, the set-up conveys concepts such as dynamism and competition, central to the Maison's narrative this year. Entirely envisioned by Panerai Studio - the Maison creative department - the pop-up features a harmonious blend of wood veneer, metal grids and black marble, paired with a blue carpet, expression of the brand's integral connection with the underwater and diving world. The Bar Italiano, enhanced with polished mirrors reminiscent of classic bars, offers a space where the Italian hospitality finds its best expression. Along with the latest novelties, Panerai's most appreciated models and all four collections are on display.

The journey continues at the recently inaugurated Casa Panerai in via Montenapoleone, right in the prestigious Milanese golden triangle. For the occasion, the Maison's Italian Flagship store will be continuously animated by exciting events throughout the entire week, offering the visitors a curated experience of the brand dynamic spirit.

# Panerai

**Founded in Florence in 1860 as a workshop**, shop and subsequently school of watch-making, for many decades Panerai supplied the Italian Navy and its specialist diving corps in particular with precision instruments.

**The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years** and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

**Today Panerai develops and crafts its movements and watches at its Neuchâtel manufacture.** The latter are a seamless melding of Italian design flair and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques.

[www.panerai.com](http://www.panerai.com)

[www.facebook.com/paneraiofficial](https://www.facebook.com/paneraiofficial)

[www.twitter.com/paneraiofficial](https://www.twitter.com/paneraiofficial)

[www.instagram.com/panerai](https://www.instagram.com/panerai)



## Piquadro once again partner of Salone del Mobile.Milano

Milan, 13 February 2024 – For of the 62<sup>nd</sup> edition of **Salone del Mobile.Milano**, to be held at Fiera Milano in Rho from 16 to 21 April, Piquadro announces the renewal of its long-term collaboration with the event.

Having for years been the supplier of trolleys that are veritable cult items distributed to accredited members of the press, the tech design brand of travel&business accessories is now consolidating its partnership with Salone del Mobile.Milano with a new item for the journalists, a light and functional laptop backpack made with 100% recycled fabric. The color: the iconic red that identifies the event.

*"We are very proud to be a partner of Salone del Mobile again this year", said **Marco Palmieri, Chairman and CEO of the Piquadro Group.** "The long-term relationship is proof of a very solid sharing of values, of the Piquadro connection with the Design world and of the appreciation that all of its professionals have always shown, from the very beginning".*

The technical fabric, with which the backpack is made, makes it lightweight but very hard-wearing, and its compact size can be increased by using a zip that allows the front pocket to expand. In the main compartment, the double padded pocket can contain a laptop up to 15.6 inches and an iPad Pro up to 12.9 inches. The side pocket is designed to always keep a water bottle at hand and the mesh on the back makes it more breathable, significantly increasing comfort. In short, this accessory is designed for getting about during the event week. It is functional while boasting superior design, like all Piquadro products.

### Piquadro S.p.A.

*Piquadro is an Italian brand of tech-design products for work, travel and leisure time. Established in 1998, within only a few years it reached a well-defined positioning inspired by the values of design and performance, able to meet the needs and aspirations of a highly travel-oriented public. These people frequently travel for business and pleasure and are men and women who choose the language of design rather than that of fashion and prefer performance over style.*

*The leathers used come from the responsible supply chain certified by Leather Working Group - LWG, the international body that has developed the world's most widespread sustainability protocol for the leather supply chain. The fabrics - latest generation hi-tech - are all recycled.*

*The company is also carbon neutral for scopes 1 and 2, as are the other two brands of the Piquadro Group, the historic Florentine leather goods company The Bridge and the prestigious Parisian luxury leather goods company Lancel. Piquadro has recently obtained the Corporate Standard Ethics Rating (SER) "EE-" for its protection of the environment and for its commitment to supporting the local area. This important recognition denotes adequate compliance with sustainability standards.*

*The distribution network extends throughout more than 50 countries around the world and counts on 178 single-brand points of sale that include 86 Piquadro boutiques (55 in Italy and 31 abroad), 14 The Bridge boutiques (all in Italy) and 78 Lancel boutiques (61 in France and 21 abroad).*

*The Group's consolidated turnover is € 175.6 million. Piquadro S.p.A. has been listed on the Borsa Italiana stock exchange since October 2007.*



PIQUADRO

[www.piquadro.com](http://www.piquadro.com)  
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Facebook: <https://www.facebook.com/Piquadro.IT>  
Youtube: <https://www.youtube.com/user/PIQUADROspa>

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# Ca' del Bosco

## **CA' DEL BOSCO CONTINUES ITS EXCLUSIVE PARTNERSHIP WITH THE SALONE DEL MOBILE.MILANO FOR THE 2024 EDITION**

**The collaboration between the excellence of Franciacorta wines and the design world is confirmed for the eleventh consecutive year**

Milan, 16-21 April 2024 – For the eleventh year in a row Ca' del Bosco is an official partner of Salone del Mobile.Milano also for the event that will be held from 16 to 21 April at Fiera Milano Rho.

A confirmation of mutual esteem, another opportunity to present Italian oenological excellence in a lively and creative international setting, typical of the design world, celebrating passion, style, ingenuity and innovation, along with craftsmanship and tradition, the same values that have always characterized Ca' del Bosco.

The 2024 edition promises to be full of appointments and special initiatives with a focus on environmental, economic and social responsibility without forgetting the centrality of the visitor experience, which must increasingly become the absolute protagonist of the Show.

Ca' del Bosco will be present with a renovated institutional stand of 190 square metres located in Corso Italia at Fiera Milano, Rho. A space that reflects the inimitable Ca' del Bosco style and takes inspiration - in materials, colours and modernity of style - from some of the winery's new spaces, recently inaugurated.

The Franciacorta experience is rounded off by an opportunity to taste Ca' del Bosco's wines paired with the highest quality finger food.

*Ca' del Bosco, a pioneering vintner and winemaker since the early 1970s, is one of today's leading producers of Franciacorta wines. A standing reached thanks to enthusiasm, passion, experimentation and hard work – started by Maurizio Zanella - which transformed a cottage surrounded by chestnut woods into one of the most modern and advanced wineries. At Ca' del Bosco, a single objective determines and defines production, from selection in the vineyard to bottling. Quality of the highest level, better known as excellence.*

### **For more information:**

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Garessio, 13rd February 2024

## **S.BERNARDO OFFICIAL MINERAL WATER OF SALONE DEL MOBILE.MILANO**

S.Bernardo brings its sustainable lightness to the 62nd edition of the Salone del Mobile.Milano scheduled from 16th to 21st April at Fiera Milano Rho.

The minimally mineralised water is official partner of the essential design event. S.Bernardo will be present with its iconic "Gocce" bottle, designed by the world-famous Giorgetto Giugiaro, and with its further iterations, such as Ely, the helicoidal bottle in 100% recycled and recyclable RPET, inspired by the tortile column. S.Bernardo and Salone del Mobile.Milano thus continue their collaboration united by the sharing of founding and identifying values, which express a now consolidated communion of intentions.

The partnership, which kicked off in 2019, has seen S.Bernardo and Salone del Mobile create unique projects together, such as the two "Limited Editions" of S.Bernardo water dedicated to the cities of Moscow and Shanghai, where the Salone del Mobile.Milano organises its International exhibitions, catalysing the interest of a vast public.

Waiting to cross the finish line of its first centenary, S.Bernardo also at the Salone del Mobile continues its commitment to become carbon-neutral by 2026. The company has been implementing concrete strategies to reduce its impact for years, resorting to the clean energy of a wind farm that powers more than half of the Garessio plant's activities. This is complemented by the promotion and use of ecological packaging, such as returnable glass bottles, a resource and not waste, those in 100% recycled and recyclable RPET, and aluminium cans, an infinitely reusable material.

And this is how S.Bernardo brings "the sustainable lightness of water" to the Salone del Mobile.Milano, a message that recalls both the main characteristic of water - its lightness - and its commitment to sustainability. In fact, S.Bernardo with Slow Food Italia and Terra Madre has implemented three projects that are concrete actions in the field of eco-sustainability: the protection of stable meadow areas; the redevelopment of an uncultivated and inefficient woodland area; and the implementation of a forest with tree planting in a context of metropolitan suburbs. With these tools, S.Bernardo aims to achieve zero impact by 2026.

*"Even as we turn our gaze to the challenges of the future, we continue in the tradition of combining the quality of our water with a surprising design that is able to captivate those who approach it with a multi-sensory experience: visual, tactile and taste. Thanks to our Gocce and our pure and light water," says Antonio Biella, General Manager of S.Bernardo water, who continues: "S.Bernardo's sensitivity towards a sustainable future does not stop in the search for new packaging solutions, S.Bernardo water is constantly committed to preserving nature. In fact, only a small part of the water that our sources provide is used for bottling, while the remaining is returned to nature." "We at S.Bernardo company firmly believe in sustainability and this has led us to make an ambitious and precise commitment: offsetting CO2 emissions by 2026 through a synergic action of environmental initiatives."*

*"We take care of the mountain springs from which our water gushes forth uncontaminated from the Maritime Alps at an altitude of between 1,200 and 1,600 metres in the upper Valle Tanaro, in the heart of Piedmont. Our mineral water is really light, thanks to the low t.d.s., and is very low in nitrates and nitrites because the sources are far from any form of pollution."*

S.Bernardo water, moreover, pays much attention to creativity and design since 1926 (the year in which S.Bernardo was founded), when Leonetto Cappiello created the first historical advertisements that have remained in the collective imagination, up to the Gocce and the most innovative creations of today that distinguish the company in the panorama of reference, so much so that it can be defined as the water of design.

**S.BERNARDO** *S.Bernardo represents the perfect union of quality, tradition and elegance. Its source originates in the Maritime Alps, at an altitude of 1,300 m, in a healthy and uncontaminated environment. Known since 1926 for its lightness and excellent organoleptic characteristics, since the 1990s it has also been an expression of Italian design, thanks to its unmistakable 'Gocce' bottle, designed by Giorgetto Giugiaro. Still a style icon today. Distributed in the retail, ho.re.ca and door-to-door channels, it is available in a full range of glass and pet formats. Since May 2015 it has been part of the Montecristo Group. S.Bernardo: a long Italian tradition of quality and style.*

**MONTECRISTO GROUP** *The Montecristo Group was born from the union of two Italian families, for generations protagonists in the mineral water and beverage sector. In recent years, the Group has made important steps on the national market, with the acquisition in 2011 of Fonte Ilaria spa of Lucca and in 2012 of Fonti Di Posina spa of Vicenza. It has become a leading producer of carbonated and aseptic beverages specialising in private labels and is active in distribution in all modern channels. Today it produces 850 million bottles, 200 million in turnover, 4 plants and 350 employees.*





## **illycaffè is confirmed as the official coffee of the 62<sup>nd</sup> Salone del Mobile. Milano**

**Milan, 13 February 2024** – **illycaffè**, the global leader in high-quality sustainable coffee, is an official partner of the Salone del Mobile, Milan Furniture Fair. The inspiring event will take place on the 16<sup>th</sup> – 21<sup>st</sup> April, and it will be the 62<sup>nd</sup> edition. There will be plenty of occasions to sample illy's unmistakable 100% Arabica blend at the fair, as well as official side events to be held throughout the city of Milan.

*"We are thrilled to renew our partnership with the Salone del Mobile, the leading international trade fair in the design and furniture sectors. This partnership allows us to showcase, interpret and express to the best our abilities the values around which illycaffè's strategy has revolved for over 90 years: innovation, creativity, and beauty."* commented **Cristina Scocchia, CEO of illycaffè**.

**The Salone del Mobile.Milano**, the design industry's most important annual event, will yet again bring to life the Fiera Milano Rho District as it becomes ever more global and inclusive, in close contact with the entire productive and creative system revolving around furniture. Once again, as the official partner of the event, **illycaffè** will feature in all of the Fair's social hubs, where professionals including designers, architects and journalists can come together: the Red Lounge, the International Business Lounge, and Caffè della Stampa among others. The unique, 100% Arabica illy blend will also be available at numerous other locations throughout the city, in showrooms or during special events staged by some of the best-known and most popular design brands.

This is an opportunity not to be missed for experts in the furniture sector, lovers of art and design, and anyone else interested in an in-depth exploration of the world of sustainability and innovation and in discovering the sector's latest trends and newest opportunities.

**illycaffè** is an Italian family-owned company, founded in Trieste in 1933 which has always set itself the mission of offering the best coffee to the world. It produces a unique 100% Arabica blend composed of 9 different ingredients. The company selects only 1% of the best Arabica beans in the world. Every day 8 million cups of illy coffee are served in over 140 countries around the globe, in the cafés, restaurants and hotels, in single-brand cafés and shops, at home and in the office, in which the company is present through subsidiaries and distributors. Since its foundation, illycaffè has oriented its strategies towards a sustainable business model, commitment that it strengthened in 2019 by adopting the status of Benefit Company and in 2021 becoming the first Italian coffee company to obtain the international B Corp certification. Since 2013 the company is also one of the World Most Ethical Companies. Everything that is "made in illy" is about beauty and art, the founding principles of the brand, starting from its logo, designed by artist James Rosenquist, up to illy Art Collection cups, decorated by over 125 international artists, or coffee machines designed by internationally renowned designers. With the aim of spreading the culture of quality to growers, baristas and coffee lovers, the company has developed its Università del Caffè which today holds courses in 25 countries around the world. In 2021, Rhône Capital became a minority shareholder of illycaffè with the aim of contributing to the company's international growth plans. In 2022, the company had 1230 employees and a turnover of €567,7 million. The illy single-brand network has 190 points of sale in 34 countries.

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**2024, April – Wednesday 17<sup>th</sup> to Sunday 21<sup>st</sup>**

## **RADIO DEEJAY, RADIO CAPITAL AND RADIO M2O ON AIR LIVE AT SALONE DEL MOBILE.MILANO**

**Five days of music and information live from the truck at Fiera Milano Rho**

Again for the 62<sup>nd</sup> edition, **Radio DeeJay, Radio Capital and Radio m2o** are **live from Salone del Mobile.Milano** with a truck placed outside **Pavilion 22** at **Fiera Milano Rho**: **from Wednesday 17<sup>th</sup> to Sunday 21<sup>st</sup> April 2024** their **live tale** of the great international event of the design world will be on air.

**Five days of music, entertainment and information**, declined through the respective musical identities of the three radio stations, with guests, news, involvement of the attending audience and an unprecedented look at the events and atmosphere of the Salone, for a rich program featuring a **selection of radio shows and their great speakers and DJs**.

The three Gedi Group broadcasters thus confirm their special connection with **Salone del Mobile.Milano**, brethren in the desire to share, the love of beauty and the focus on the present and projected towards the future reality.

*For further information*

**Elemedia Press Office**

Radio DeeJay, Radio Capital, Radio m2o, OnePodcast

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