



## **illycaffè at both Salone del Mobile and Fuorisalone, with a presence centred on beauty, sustainability and quality**

Milan, March 2023 – **illycaffè**, the global leader in high-quality sustainable coffee, is kicking off its initiatives for the **Milan Design Week**, where it will play a leading role with events and partnerships centred on beauty, quality, and sustainability, both at Salone del Mobile and Fuorisalone.

Design lovers will enjoy illy's 100% Arabica blend as they discover the latest news in the showrooms of some of design's best-known and sophisticated brands, including **Kartell**, **Molteni&C**, **UniFor**, **Moroso**, **Poltrona Frau**, **Dedon**, with its lounge at Garden Senato and **Lissoni & Partners**, which will have a cafeteria and lounge for visitors. illy will also be on hand during various official side events, such as the eclectic exhibition **Take It or Leave IT** by the designer **Paola Navone**, staged in collaboration with the New York media company **The Slowdown**, where it will set up a bar on the exhibition premises and at the exhibition **INTERNI Design Re-Evolution**.

The heart of the Salone del Mobile will be in the Fiera Milano Rho area, where illy will be the official event coffee partner, as architects, designers and journalists will be able to enjoy a cup of coffee while networking: from the **Red Lounge** and the **International Business Lounge** to **Caffè della Stampa**, where the crown jewel for the occasion will be **Kartell's Re-Chair**.

But that is not all: the collaboration between **illycaffè** and **Kartell** will be at the heart of the initiatives that will bring **illy's flagship store on Via Monte Napoleone** to life from **April 17<sup>th</sup> to 23<sup>rd</sup>**. To celebrate the Milan Design Week, the store will be transformed in a wholly new way as its decorations will be entirely dedicated to the collection of chairs designed by Kartell using recycled illy capsules. For Salone del Mobile 2023, moreover, the collaboration with Kartell is expanded to include the Eleganza armchair, designed by Philippe Starck, which features the frame in black and terracotta colors, made with the same recycling process. Two of Italy's most celebrated companies come together to contribute to the planet's sustainability by reinforcing circular economy models.

**illycaffè** is an Italian family-owned company, founded in Trieste in 1933. Its mission has always been to offer the best coffee to the world. Illycaffè produces a unique 100% Arabica blend, combining 9 of the best varieties in the world, selected by illycaffè: 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. As a result of its innovations, illycaffè contributes to the coffee technology progress at global level. In 1991, the "Premio Ernesto Illy de qualidade sustentavel do café para espresso" was launched in Brazil for quality espresso coffee. Illycaffè has contributed to the sharing of the know-how, paying growers a premium price for the best quality selected by illycaffè. Since 2016, with the "Ernesto Illy International Coffee Award", the company has celebrated coffee growers all over the world that, according to illy, have produced the best sustainable coffee. Since 2013, the company has been in the list of the World Most Ethical Companies. In 2019, it enhanced its commitment to pursue a sustainable business model integrating the interest of people with the environment, adopting the status of Società Benefit (Benefit Company) and adding this commitment into its own bylaws. In 2021, illycaffè was the first Italian company in the coffee sector to obtain the international certification as B Corp as a result of its commitment to comply with the highest standards of social and environmental performance. The company also founded the University of Coffee, which has the objective of sharing culture at all levels, offering a comprehensive and practical training to growers, baristas and coffee lovers. 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 120 international artists. In 2021, the company had 1305 employees and a turnover of about €500 million. There are 205 illy single-brand shops in over 40

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countries all over the world. In 2021, Rhone Capital became a minority shareholder of illycaffè with the aim of contributing to the company's international growth plans.

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