



Piquadro and Salone del Mobile. Milan together again

Milan, 12 April 2023 – The 61st edition of Salone del Mobile, taking place in Milan from 18 to 23 April, will finally be back centre stage and Piquadro will be renewing 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 has consolidated its partnership with the Salone del Mobile.Milan, thanks to a new item for journalists: a backpack in the iconic red identifying 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 Ripstop 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. 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 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 176 single-brand points of sale that include 81 Piquadro brand boutiques, 13 The Bridge brand boutiques and 82 Lancel brand boutiques.

The Group's consolidated turnover totals around € 170 million. Piquadro S.p.A. has been listed on the Borsa Italiana stock exchange since October 2007.



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