



SERRALUNGA's coming out in BRAZIL !

Serralunga, historical Italian brand for design furnishing, lands for the first time in Latin Continent with the opening of the first shop in Brazil thanks to the partnership with the distributor **Mixtape** who will have the exclusivity for the whole Country.

The company located in Biella, aims at the emergent countries and, after a close market analysis, has considered Sao Paulo city as the ideal stage to testify its own expansion outside Europe. "Serralunga is interested to expand towards foreign markets" affirmed Marco Serralunga, Chairman of the company, " South America's areas, mainly Brazil, are proving very reactive and interested in the design field, especially for the products made in Italy. Moreover, Sao Paulo represents the throbbing heart for business, luxury and culture of the whole South America".

The selected location to show Serralunga's products is not a classic showroom but an original design shop, modern and pleasant, where the objects of the Italian company will be combined with some works of up-and-coming designers, fashion collections and a small library with highly collectable volumes.

A lively and dynamic space of 300 mq. that well reflect the brand's DNA, represented by the payoff **Living Different**, where unconventionality is the *trait d'union* between tradition and innovation.

The shop, situated in Rua Gabriel Monteiro da Silva 1280, one of the most exclusive areas of the city, is destined to welcome demanding visitors and customers, who pay attention to market trends but still able to dream.

Ufficio Stampa Serralunga:
francescaandreoni@opinionleader.it
fabiooperti@opinionleader.it
tel.0039 0229517780



Heidy Fiola
heidy@mixtapedesign.com.br
Tel: +55 (11) 3088 8302