



## KARTELL OPENS A NEW FLAGSHIP STORE IN MARRAKESH, CONSOLIDATING ITS PRESENCE IN AFRICA

On 7 June, Kartell opens the doors of a new flagship store in Marrakesh, a project brought to fruition with the aid of partner Fandary. The store is over 120 m<sup>2</sup> in size and located in the M Avenue quarter, a prestigious and modern part of the city that is home to many prestigious luxury brands. More than just another opening, for Kartell, this latest store consolidates the brand's strategy of expansion on the African continent, following the opening of its store in Tunis last year.

The interior of the new store represents a perfect fusion of creativity, design and technical innovation – three elements that have always characterised Kartell. The new display area transmits the spirit of the brand through a series of special sets dedicated to the latest products presented at Salone del Mobile, complemented by best-selling favourites embodying a mix of classic and contemporary versatility and functionality. The combination of products on display blends harmoniously with the lively spirit and amazing mix of styles of this Moroccan imperial city.

More than just a showroom for Kartell products, the Marrakesh flagship store is a place that demonstrates Kartell's ability to evolve and innovate. Through constant technological research and use of the latest generation of green materials, Kartell continues to set new standards in the world of design while preserving its unique heritage of beauty and lifestyle.

Furthermore, the Store presents total living contexts in which sofas appear with armchairs, carpets, side tables and lights as well as tables and chairs. The expansion of the range and the inclusion of whole product families allow Kartell to convey an overall vision and to satisfy a broad market demand. With the introduction of new upholstered furniture, tables and outdoor solutions, Kartell is also demonstrating its ability to evolve and remain at the forefront of innovation and technology.

*"Marrakesh has always been an interesting market for Kartell," explains Lorenza Luti, Kartell's Director of Marketing & Retail. "The city is a crossroads for cultures and styles and boasts a dynamic lifestyle that embraces the native population and tourists. Thanks to the excellent collaboration of our partner, Fandary, we have been able to consolidate our African presence in a location that is ideal for conveying our global vision and creative power. We look forward to showing the people of Morocco our own special version of home living and to communicating the identity and values of Kartell. We are working hard to expand our retail network in commercially strategic locations, and Marrakesh is an important new step in an ongoing process of international store openings, with new dates already scheduled for the second half of the year."*

To celebrate the opening of the new store, Kartell is organising a number of special events and live performances selected to offer visitors a unique and engaging experience.

**For further information:**

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