

# My Kartell

“My Kartell” is the name of the Kartell stand at Salone del Mobile 2023 in Milan. Our catalogue has adopted the same title too, replacing the Dot that identified our brand messaging last year. After the whiteness of our 2022 product settings and catalogue cover, this year we are moving on to a presentation articulated by changing colours that provide the perfect backdrop for furniture arrangements and individual products.

Our spacious stand in hall 2, in the new location near the entrance to the Fair, interprets the meaning of “My Kartell” as a way of life dedicated to a quest for newness and innovation.

Kartell has always been a creative workshop in which designers are asked to conceive industrial products. In parallel, they are now being tasked with adopting the same approach and applying the same experience to expanding the Kartell product range and to creating products made from different materials and destined for different uses, indoors and out. Kartell means everything from single articles like lamps, mirrors, trays and chairs produced using the latest moulds to complete living zone arrangements with rugs and lamps alongside sofas and armchairs.

The creativity of our designers is what turns a concept into a finished product, or into a family of products covering a whole range of lounge furnishings. The project is transformed into an industrial product and the culture of the product and the brand becomes a style of living. My Kartell is an approach of life based on beauty and quality as the strategic cornerstones of a business philosophy that draws on the past while looking to the future.

My Kartell identifies the sense of belonging felt by everybody in our company, by all our customers, and by all those who identify with our products and our design strategy.

Market surveys are predicting a rise in demand for premium products. This, of course, is the segment in which we are firmly installed, not just for price – which we always strive to keep under control – but for the design content of our offering and for the way in which we present ourselves.

*“It all starts with our stores,” explains Claudio Luti, president of Kartell. Today, our stores are adding impetus to our sales strategy. They provide a purchase experience in which customers can obtain an overview of Kartell, formed by a combination of new and classic products, get personal help with their purchases, and seek advice on how best to combine a product with existing furnishings in potentially different styles.”*

## Kartell retail

Our company’s retail strategy foresees the opening of more and more large stores on shopping streets in the world’s most beautiful cities. These new stores will have a large horizontal floor plan in place of the multi-storey arrangement favoured by our early stores. Our aim is to accommodate larger and more lifestyle-oriented product collections from which customers can choose an object, personalise it, and adapt it to their needs and home décor. Our stores will play a key role in building our brand identity. That is why it is so important for us to control the look of their interiors and maintain a harmonious product layout. Apart from individual products, there will also be complete furniture suites and that must present an image consistent with the very clear message conveyed by our catalogue. Neither is it enough just to present our products: Kartell is also investing more and more in per-

sonnel training, customer fidelity, store-specific marketing plans and service.

### **Internationalisation**

Today's market is an open, global one that offers excellent opportunities for expansion in certain areas in parallel with the consolidation of key existing markets and the exploration of new prospects. Europe remains Kartell's main market, with France and Germany in the lead followed by the countries of northern Europe. The US is growing in importance too, thanks to the inauguration of a new flagship store in Miami last December and plans to open another shortly on Madison Avenue in New York. The eastern markets that have always been fertile ground for Kartell are enjoying rapid growth too, with Japan, South Korea and China being joined by new partnerships in the UAE and around the Mediterranean basin.

### **Contract**

Kartell is an increasingly well-known partner in the Contract sector and is making a name for itself in the large project segment thanks to an ability to mediate between architects and designers on the one hand and large construction and finishing companies on the other.

We adopt a flexible, creative approach and offer customised services for the development of new solutions in furnishing projects of all kinds, from small and medium projects to high-volume supplies in which every item of furnishing needs to be given a custom look. Standard catalogue products are therefore complemented by custom-made though still industrially produced articles in order to satisfy all contractual requirements while guaranteeing uncompromising product design and quality.

### **MyKartell@home**

MyKartell@home is a new interior design consulting service for customers seeking advice from Kartell stores. Kartell now provides a team of expert KArchitects to help customers design and implement the solutions they need. To request the new service, just bring a plan of the room to be furnished, photographs of the setting and a list of any existing furniture to be incorporated with the new Kartell pieces to your nearest Kartell store.

### **Online**

Online sales, whether direct or routed through large specialist portals, represent an important complement to in-store retail and provide an excellent opportunity for promoting the Kartell brand and expanding the market through dialogue with customers. Customer service and direct dialogue is becoming increasingly important in this area too. Thanks to the attention paid to communications, Kartell has received Altagamma's Best In Class Digital Award for Design for the second year running.

### **Kartell loves the planet**

The manifesto published by Kartell in 2018 has now been expanded by additional points and virtuous actions that Kartell pursues in the fields of social and environmental sustainability. The materials used for new products are all recycled or sustainable, such as wood from certified sources, glass, ceramics and metal. Kartell aims to convert its entire production in as short a time as possible, and many products have already been renewed using recycled materials. Kartell's commitment to sustainability is also expressed through actions in the areas of financial management, human resources and social responsibility.

### **Salone del Mobile as a Heritage of Humanity**

This year will see a new Salone – almost a new start – because, after a break of three years, the event will again be held in the month of April, as tradition demands. We certainly have great expectations, and a great desire to be in Milan and to present ourselves.

When this year's Salone announced a new layout, Kartell was quick to accept the offer of a stand in hall 2 at the entrance to the fair. *Thanks to a major investment, this year we have a bigger stand occupying the entire front of the hall. After all, it is our duty to welcome visitors to Milan and wish them well.* **explains Claudio Luti, president of Kartell.** *The Salone also deserves support. The world's greatest design showcase cannot be ignored and must be helped to flourish. We must all pull together enthusiastically. Better still, let us demonstrate that enthusiasm shown by the Salone's pioneers to maintain the leadership of this truly great exhibition and of Milan, the city that hosts it.*