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MADE IN ITALY

Italian consumers invest in beautiful, well made products they believe will last. Now UK customers can do the same

The words 'Made in Italy' are associated with beauty and quality in many areas of design. Trendy Products aims to bring Italian designed and made furniture, from small as well as large producers, to a wider audience at affordable prices. Some of its suppliers have been household names in Italy for generations, yet remain relatively unknown overseas - Trendy's remit is to give customers outside Italy access to this furniture.

So why does the 'Made in Italy' tag indicate quality design?

According to Trendy, it's the Italian consumer's exacting standards. In every transaction the Italian consumer expects three things: quality, value for money and beauty. Interestingly, beauty is as important as quality and value, whether they are buying furniture, shoes, or protective eye-wear for DIY.

A keen sense of what is beautiful and fashionable is combined with the knowledge that beauty will not last if a product is not well made. When making purchases, such as furniture for the home, it is important that both the look and construction stand the test of time. Consequently, the Italian purchaser seeks out a product that is on-trend, but can be transformed with different accessories to suit different settings and moods.

Ultimately, the Italian consumer is only willing to invest in products they believe will last and values design classics that will not date quickly. As a result, Italian companies are expert at producing fabulous looking, practical designs, which stay around long enough to become design classics.

A particular favourite from Trendy's current portfolio is the sleek and elegant Longo range. This flexible range includes options for doors and cases, so buyers can design their own look, choosing from gloss or wood finishes. Introducing one of the smaller pieces, such as the high gloss wall mirror will help to refresh any room while the bedroom range in white high gloss will give a spacious contemporary feel to any size of room. The surfaces look great in artificial light, which is important in interiors where sunlight is scant. Other favourites include Casabella and Effezeeta.

For those passionate about Italian style, the Dolce Vita show at London's Olympia, 29 March 2009, will showcase the best Italian food and wine as well as Italian design.



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