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# 'Made in Italy'



When Neath-born interior designer Karen Bucceri's life took her to Italy she saw an opportunity to import some of the quality products she found there back to the UK. She explains the ethos of her company and its products to Swansea Life.

Why have those three little words **'Made in Italy'** always been associated with beauty and quality in so many areas of design? When we started Trendy Products we were determined to bring Italian designed and made furniture, from small as well as large producers, to a wider audience at affordable prices. Some of our suppliers have been household names in Italy for generations, yet remain relatively unknown overseas.

Giving customers outside Italy access to these wonderful furniture ranges is something we feel passionate about. However, though many people recognise 'Made in Italy' as an indication of quality, we thought it might be a good idea to explain why we think that Italian products have become associated with beautiful, quality design.

When visiting Italy, it is fascinating to watch an Italian shopper make purchases. In every transaction, the Italian consumer expects three things: quality, value for money and beauty. Interestingly, beauty, for Italians, is as important as quality and value. Whether buying furniture, the latest on-trend shoes, or just some protective eye-wear for a little DIY, there is no question of settling for less. 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 certain purchases, such as a suit for the office or furniture for the home, it is particularly important that both the 'look' and construction of the product stand the test of time. In these situations the Italian purchaser seeks out a product that is on-trend, but can be transformed with different accessories to suit different settings and moods. To sum up: the Italian consumer is only willing to invest in beautiful, well-made products they believe will last, and values design classics that will not date quickly.

As a consequence Italian companies have become experts at producing fabulous looking, practical designs, which stay around long enough to become design classics. Is it any wonder that we are so passionate about our Italian Designer ranges at Trendy Products!

Our particular favourite at the moment is the sleek and elegant Longo range. Longo was established near Venice over 50 years ago. These beautiful pieces are fantastically flexible: they offer a wide range of options for the doors and cases, so that you can design your own look, choosing from gloss or wood finishes.

Introducing even one of the smaller pieces (such as the High Gloss Wall Mirror) will refresh any room that's looking a little tired!

We also love the bedroom range in the white high gloss. As well as giving a spacious contemporary feel to any size of room, the beautifully finished surfaces look great in artificial light, something we feel is an important consideration in interiors (particularly for those of us not lucky enough to live under sunny Italian skies!). There are many more Italian products to come but meanwhile have a look at Longo and our other favourites: Casabella and Effezeeta.

Incidentally, if you're getting as passionate as we are about 'Made in Italy' you'll love the Dolce Vita show, coming up at Olympia in London, 29 March 2009, where you can enjoy the best Italian food and wine as well as Italian design!

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