

FORMITALIA Top Fashion Furniture: Design and Quality Without Compromise

From furniture frames to sofas, FORMITALIA has reigned as a premium player in these segments. With its new launch of the Tonino LAMBORGHINI line in South East Asia, it has positioned itself as the most exquisite and complete home décor specialist.

FORMITALIA has had a long history in the manufacturing of classic furniture. It began manufacturing classic furniture and sofas in 1968 in Florence, and through the years, has established itself in the market. It has spent the past 10 years developing a range of accessories that are aimed specifically at complementing its main range of products. This is its “top fashion” collection: luxurious accessories, using the finest and most luxurious materials – silk, porcelain, silver, very special leathers, unique veneers and other fabrics. Some of its interesting projects include fitting the interiors of Viminal Palace in Italy and the Cultural Village Project in Doha, Qatar. *MillionaireAsia*'s Cassandra Lim speaks to David Overi of FORMITALIA Luxury Group spa and Alex Shlaen, Managing Director of Panache Management, Exclusive Representative of FORMITALIA Luxury Group spa.

Please tell us more about how Formitalia originated.

David Overi: The Formitalia Luxury group originated in Florence, Italy. There is a core group of highly skilled craftsmen, who pass on their centuries old skills to later generations and this has perpetuated the craftsmanship and

artistry of the many industries in Florence. The group's team received a significant boost by the Florence-based and world famous designer, Paolo Gucci, who in the early eighties designed the first FORMITALIA furniture collection. Now, his daughter, Elisabetta Gucci, is managing the FORMITALIA and MIRABILI Arte d'Abitare showroom, located in Florence, in the fashion district, along the Arno river, at few meters from the famous bridge Ponte Vecchio.

What do you think is Formitalia's competitive edge over its competitors?

David Overi: Our competitive edge is our absolutely superior craftsmanship that has been developed for generations, and our designs by world leading Italian uber-brand design powerhouses, such as Paolo Gucci and Tonino Lamborghini.

Please tell us some of the key brands under the group.

David Overi: The key brands are Formitalia Boutique Collection, and the Tonino Lamborghini by Dr. T. Lamborghini.

We also have MIRABILI Arte d'Abitare and a unique collection of furniture and accessories.

What is so special about Tonino Lamborghini furniture?

David Overi: Tonino Lamborghini has a new line of sofas, office furniture and leather accessories that are designed to be aggressive, definitely modern, and complete with the soul of the famous supercar legend.

The “LAMBO” style, is well emphasised by the special stitching, the upholstery details, the thick bull hides or the very soft calf skin with ventilation holes, just as in the seats of the supercar. Also, certain steel highlights in the furniture are inspired by racing car parts.

A newly introduced section of the collection is Tonino Lamborghini Design. Items here are purposely designed to be more contemporary, the shapes are less accentuated and without the metal fittings. The full grain leather is plain and very soft, and many pastel colours are offered, combined with high quality cotton fabrics. The look is very trendy.



ABOVE, FROM LEFT: FORMITALIA BOUTIQUE IN LOS ANGELES; TONINO LAMBORGHINI: CIRCUIT

LEFT: TONINO LAMBORGHINI: MONTECARLO

are Indonesia, Malaysia and Thailand. We are also looking into Vietnam and Australia.

We are targeting the upper middle class and the wealthy. People in the region are beginning to understand the uniqueness of the design and quality as well as the value of meticulous craftsmanship and high quality materials.

Please tell us more about some of the most compelling reasons why affluent individuals should consider Formitalia products?

Alex Shlaen: A businessman who is seated behind the Tonino Lamborghini leather desk, commands prestige and glamour. It is obvious to all that this person has arrived. In the Asian context, the right image is as important as the connection base. Therefore, we want to be a leader in the business and corporate interior markets, as well as in homes and hotels décor.

Tell us more about your highest spending customers. Could you tell us some interesting trivia and facts about Formitalia Luxury group?

Alex Shlaen: Naturally, we cannot disclose the names of celebrities, wealthy and even the royalty, who are among our clients. Recently, we have orders for interiors of super yachts and private jets. At the moment, we have just finished the interiors of the Viminal Palace (The Ministry of Interior) in Italy and we are now involved in the Cultural Village Project in Doha, Qatar, as well in the interiors of luxury hotel and villas from Kiev to Moscow, from Monte Carlo to Marbella, from New Delhi to Riyadh.

If you could sum up Formitalia's philosophy, what would it be?

Alex Shlaen: The best craftsmanship and best design without compromise. The products are so distinguished and of such a high quality, that they can last longer and even be passed on to the next generation of discerning customers.

A total look, a luxury lifestyle, that involve not only the home furniture, but accessories, bikes, golf bags and jewellery. ■

Additionally, there are lots of small details from the motoring world, meticulously designed and fitted by hand and incorporated in the furniture. All the items are 100 per cent handmade and hand stitched in the Formitalia Florence factory.

Please elaborate on the type and quality of materials used.

David Overi: The leathers that are employed in the production are all male animals as these are thicker and more long-lasting. We use calf, bull and buffalo leathers.

Calf and bull are mostly Italian or European hides, while buffalo is a Pakistan mountain buffalo and we only use first and second choice hides which are strong but soft to the touch.

And we only use natural tanning and vegetal colours to maintain the feeling of the leather. All leather treatments are done in-house.

How are you looking to penetrate into the local luxury furniture market?

Alex Shlaen: We are looking into cooperation and partnerships with local distributors in every country, who understand the meaning of high end luxury and are committed to positioning our brands to be the leaders.

Could you elaborate on Formitalia's plans for Singapore and the Asian markets? Also, in your opinion, what do you see as some of the biggest opportunities and challenges in the Asian markets?

Alex Shlaen: Through the Singapore-based Panache Management, Formitalia Luxury brands are represented in the region, with Singapore being the obvious regional coordination centre.

Geographically our major target countries



THE NEW LINE OF SOFAS FROM TONINO LAMBORGHINI.



FROM LEFT: GIANNI OVERI, DAVID OVERI, DIRECTORS OF FORMITALIA LUXURY GROUP.



Alex Shlaen, Managing Director of Panache Management (www.PanacheManage.com)

The Tonino Lamborghini Touring Office System was displayed at The 18th Millionaire's Summit in Singapore. (See page 132)