

Ditre Italia

PRESS KIT - HIGH POINT MARKET
14 - 18H APRIL 2018

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HPMKT
HIGH POINT MARKET

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Each product recounts a forty-year-old story associated with the traditional craftsmanship of upholstered furniture, which began in the North Italy in 1976 with the De Marchi brothers. Their workshop became increasingly structured and, in order to respond to a demand for customized products, grew into an important large-scale manufacturing company.

This market leader in the design and production of upholstered products for living areas and bedrooms is now presenting during the High Point Market some important new releases and confirms the language defining its uniqueness, in which the sofa becomes a domestic landscaping project.

Leader of Italian market Ditre Italia takes part in the Salone del Mobile of Milan fair for years and for the first time will be present at High Point Market of October.

Ditre Italia make high-quality products in compliance with the strictest regulatory norms using premium leathers and cutting-edge technologies.

The company has undertaken a course based on a personal language endowed with a strong identity. Those who appreciate our company do not only buy exclusive objects but also adopt, with varying degrees of awareness, a lifestyle.



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Kyo

High Point Market 2018 14 - 18h April

Ditre Italia confirms the participation at the High Point Market to achieve the USA market.

A whole range of complementary furniture, such as coffee tables, table lamps and floor lamps, sideboards and carpets, will be present by the Italian company, leader in the design and production of upholstered products for living areas and bedrooms.

As new release for the living Ditre Italia presents the **Flick-Flack sofa design by Anna von Schewen, a famous designer from Northern Europe.**

Ditre Italia exhibits as best sellers **St. Germain** and **Kanaha** sofas design by **Daniele Lo Scalzo Moscheri** and the sofas **Kris, Lennox, Miller and Urban** design by **Spessotto&Agnoletto.**

There are also many proposals for the armchairs with **Claire, Chloè, Daytona, Duffle, Kanaha, Kyo** and **St.Tropez** proposed in different leather and fabric finishes.

Important new release also for the bed collection with new beds that born from a formal continuity project that reinterprets the company's symbol sofas and transforms them into unique beds characterized for tailoring finishing and for a careful study that combines materials, fabrics and leather. In exhibition on the stand **Claire** and **Grandangolo** design **Daniele Lo Scalzo Moscheri.**

**Visit us: High Point c/o IHFC: D710, Design Center, Floor 7
Bus Stop: 1 (Transportation Terminal)**



Lennox

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New release

Flick-Flack - design Anna von Schewen

Flick-Flack is a semi-sectional sofa reminiscent of a cosy and intimate nest, despite its extremely linear formal design. The mechanism theme combines with comfort in this functional project of unique aesthetic impact. One cushion on top of another, a simple vision transforms the pillow into a structural element. The silent mechanism enables all the cushions to be raised to offer complete relaxation and asymmetric sections confirm the contemporary vision of the project which may also be used in particularly large interior spaces.

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Flick-Flack



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Best sellers

St.Germain e Kanaha - design Daniele Lo Scalzo Moscheri
Kris, Lennox, Miller e Urban - design Spessotto&Agnoletto

St.Germain is a new, typical example of a multi-expressive sofa that takes a knowledgeable step back into the past while retaining the timeless appeal of an ageless classic: a carefully crafted object.

Kanaha is based on a metal structure that reinterprets the planning style of the big masters of contemporary design. Back cushions are thinner near the armrests: their details of junction proposes an innovative sartorial solution that connects different components.

With its clean, elegant lines, **Urban** features particularly soft seats due to its relaxed feather cushions giving you a feeling of snug comfort. Urban's great versatility and modularity allow you to choose the composition, materials and shapes that are best suited to the requirements of your living area.

Kris is an evergreen sofa. This new version is enhanced by a quilted structure and new, tubular feet. A clear reinterpretation of the most refined Art Decò style that has always beautified the most stylish homes in the world.

Miller fits into any context, whether it is a reconverted industrial space or a modern-style villa, with its extreme elegance and its lines inspired by American and North European traditions. The distinguishing feature is its sober yet distinct personality.

Lennox offers elements in which the height of the dorsal supporting surface varies depending on the position of the seat. As well as with a dual-height backrest, Lennox is also available with a singleheight back. The informal version of the back comes with scatter cushions while the more tradition one has uninterrupted, plain backrest cushions. Available with an elegant matt black finish.

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Miller



St. Germain

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The Relax Collection

Claire and Grandangolo - design Daniele Lo Scalzo Moscheri

Claire is an elegant bed designed to look beautiful in any type of bedroom. The many types of upholstery available define its style as being more traditional or modern. available with two different opening mechanism.

Grandangolo has a special feature that sets it apart from any other bed: the quilted headboard is attached to adjustable, wooden panels that wrap around the top of the bed in a warm embrace. The bedside tables are a practical coupling. The headboard is available quilted only, with or without adjustable, wooden back panels.

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Claire



Grandangolo

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Armchairs

Claire, Daytona, St.Tropez, Kanaha - design Daniele Lo Scalzo Moscheri
Chloè, Dufflé e Kyo design Spessotto & Agnoletto

Exhibited at Ditre Italia stand, various armchairs very important for the company realized during the years to increase the collection of soft furniture Ditre Italia. Highly customizable products thanks to the many finishes available in fabric, leather, but also in the mix version leather and fabric that distinguishes Ditre Italia's designs.

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Complementary furniture

The world of living furniture is now complementary to a range of accessories such as **Tondina** lamps and **Dialogo** storage elements, designed by **Spessotto & Agnoletto** that increase the new Ditre Italia collection.

Tondina is a lighting fixture in metal and glass where the light becomes the protagonist of a project whose function is effaced in the minimal and poetic trait of a light source of solar purity. Available in two variants, as a floor-standing or table lamp. Two glass finishes: clear and opaline.

Dialogo is a family of storage elements, sideboards and TV stands, whose slim structure is supported by a metal frame enhancing its functional volume. It establishes a strong bond with upholstered elements thanks to a "textile" finish deriving from an original wood texture in shades of grey and dove grey. This finish, an alternative to the variant in Eucalyptus wood, defines the storage elements of the sideboards and TV stand.



Tondina



Grandangolo

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Complementary furniture

Ditre Italia offers also a wide range of essential aesthetic coffee tables that play on the different sizes and materials of table top, all perfectly matched to the Ditre Italia collections.

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Verve



Bag



Monolith



Hunt lamp



Kevin



Darling lamp