

ARCHITECTURAL DIGEST

DAILY AD

NATUZZI'S LATEST LOCATION CATERS TO THE DESIGN COMMUNITY

Text by Stephanie Schomer | Photography courtesy of Natuzzi Italia | June 16, 2014



An inviting living room vignette includes Natuzzi's leather and fabric upholstery.

Natuzzi—the 55-year-old company long associated with high-quality leather sofas—is undergoing what it calls a metamorphosis, pivoting to become an all-encompassing lifestyle brand. As part of this shift, it recently opened a new showroom and retail space in New York City. "Our consumer is no longer looking just for furniture," says Pasquale Natuzzi, founder and CEO of the company. "They want an environment, a place to enjoy life with friends and family. This new store concept is about home philosophy, and the way we think of private spaces."

While leather will always be a large part its DNA, the company now offers a full range of furnishings, including tables, lighting, storage, accessories, and a just-launched line of beds. The gallery-like space, which is 5,000 square feet, allows Natuzzi to display the furniture in chic vignettes against striking black-and-white walls.



The Dolce Vita bed is one of many striking designs within the company's recently launched collection of bedroom furniture.

Natuzzi will use the new outpost to connect with both luxury retail consumers and professionals. The store features a dedicated meeting room for designers to gather with clients; a complimentary space-planning software, which displays the final layout of a room or home, is also available to the trade.

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