

# NATUZZI

## PASQUALE JUNIOR NATUZZI APPOINTED NATUZZI'S NEW CREATIVE DIRECTOR & STYLIST

**Santeramo in Colle (Bari), Italy, December 10 2018** – Natuzzi announces the appointment of Pasquale Junior Natuzzi as Creative Director & Stylist.

Pasquale Junior Natuzzi, 28, joined the Natuzzi Group in 2012 as Marketing Program Manager. From March 2016 to July 2017, he served as Global Communication Director and Deputy Creative Director, overseeing the development of Natuzzi's global brand strategy. In July 2017, he was appointed Chief Marketing & Communications Officer, a position he will continue to hold alongside the new role.

**Pasquale Junior Natuzzi** commented: *"I accepted this new challenge with enthusiasm, a sense of responsibility and a great desire to develop the image of one of the best-known furniture brands in the world. Natuzzi is a brand with sixty years of history and a clear strategy: transformation from a furniture player to a lifestyle brand. The collections, retail store experience, communication, marketing and consumer service must encompass the brand's vision, since only through a holistic approach can we project the brand towards a modern, distinctive creative language and high experiential value and thus create our community of brand lovers."*

### **Natuzzi S.p.A.**

The Natuzzi Group, founded in 1959 by Pasquale Natuzzi, is the largest Italian furniture company and one of the leading global players in the furniture market with production facilities, sales offices and a widespread retail network all over the world. *Natuzzi* is the best-known Italian lifestyle brand in the world in the furniture sector (*Ipsos Observer 2016*). Its constant stylistic research, creativity, innovation, outstanding artisan and industrial expertise, control and integrated management of the entire value chain are the group's key strengths. Natuzzi S.p.A. has been listed on the New York Stock Exchange since 13 May 1993. Natuzzi, which has always been committed to social responsibility and environmental sustainability, is certified with ISO 9001 and 14001 (quality and environment), OHSAS 18001 (safety in the workplace) and FSC® (Forest Stewardship Council).

[www.natuzzi.it](http://www.natuzzi.it)