

## ZANOTTA UNVEILS NEW FLAGSHIP STORE IN PARIS ON BOULEVARD ST. GERMAIN

***On the occasion of its seventieth anniversary, Zanotta is proud to announce the opening of its new store in the heart of the Saint-Germain-des-Prés district of Paris. Inside the new store, a partnership between Zanotta and the French retailer Silvera, the latest collections presented during Milan Design Week will be on display together with the Italian brand's iconic re-editions.***

**Nova Milanese, 30 May 2024** - Zanotta, the iconic Italian furniture brand renowned for its timeless designs and innovative craftsmanship, is delighted to announce the grand opening of its new flagship store in Paris, located on **Boulevard St. Germain**.

The exciting expansion marks a significant milestone for Zanotta as the brand celebrates its 70th anniversary this year.

Situated in the heart of Paris's vibrant design district, the new Zanotta store spans across two floors, offering a total of **180 square meters** of retail space. Designed to provide an immersive and inspiring shopping experience, each floor is divided into two large areas, showcasing Zanotta's latest collections and iconic pieces.

Drawing inspiration from Zanotta's acclaimed showcase at Milan Design Week, held in April earlier this year, the store will feature the newest creations from international designers such as **Muller Van Severen, Philippe Malouin, Zaven, and Calvi Brambilla** presented alongside a selection of the brand's iconic pieces including the innovative *Sacco* chair, the *Mezzadro* stool and the *Sciangai* coatrack, to name a few.

*'With the opening of our new store in Paris, we are thrilled to bring Zanotta's heritage of design excellence and craftsmanship to the heart of one of the world's most iconic cities,'* says **Luca Fuso, CEO of Zanotta**. *'This store represents not only a celebration of our 70-year journey but also a commitment to inspiring and enriching the lives of design enthusiasts in Paris and beyond'.*

For the new store on Boulevard St.Germain, Zanotta is proud to collaborate with **Silvera**, a leading name in contemporary furniture and design, to enhance the brand's presence in the French capital. Featuring two prominent windows at ground level, the store invites visitors to explore its captivating interior and discover the timeless elegance of Zanotta's designs.

## NOTES TO THE EDITORS

Zanotta Paris Store  
242 bis Bd Saint-Germain  
75007 Paris, France

## ABOUT ZANOTTA

*Zanotta is designed by passion - bolstered by a pioneering approach and inspired by radical design ideas.*

Internationally recognised as one of the most iconic Italian design brands in the world, Zanotta has always been a catalyst of ideas, people, creativity, and research. Zanotta is a company with a strong design vision, future-oriented, and a strong attention to culture and a pinch of irony. Originally specialised in tailored upholstery, over the years, Zanotta has opened up to the realisation of design objects for the home.

The numerous products in the collection, realised by the great masters and contemporary designers - including Achille Castiglioni, Gae Aulenti, Marco Zanuso, Ettore Sottsass, Alfredo Häberli, Ross Lovegrove, Ora Īto, Philippe Nigro, Philippe Malouin, Muller Van Severen, Calvi Brambilla, Zaven among others - are timeless icons exhibited in the most important museums in the world and recognised by several international awards.

Founded by Aurelio Zanotta in 1954, the brand has stood out as a promoter of the democratic language and "extraordinary everyday life", and a pioneer of innovative and sometimes disruptive projects. Zanotta's production is entirely made in Italy, mainly in the workshop of Nova Milanese, and is in constant development of material quality and sustainable processes. The headquarters also hosts *Zanotta: Lab*, an exhibition and experiential hub designed to share skills, values, behaviours, and strategies. In addition to the collection, *Zanotta Edizioni* is a limited selection of handmade collectable works, which combine design with applied art.

Since the 1960s, Zanotta has conquered the international scene with emblematic and timeless objects, innovative in terms of aesthetic and functional research, as well as in the attention to the values of quality and Italian know-how. 2023 marked a new chapter in the history of Zanotta with the acquisition of the brand by Cassina, followed by the opening of a new flagship store in Milan in 2024, launched on the occasion of the company's 70th Anniversary.

[zanotta.com](https://www.zanotta.com)

## ABOUT SILVERA

Since it was founded in 1990, Silvera has never stopped moving the boundaries and cultivating its idea of design. A true leader of conviction, Silvera is a European benchmark in the field of space planning and distribution of finely sourced designer furniture for both private and business customers.

To date, Silvera has 17 showrooms (in Paris, Lyon, Marseille, London and Bordeaux), a logistics centre of over 6,000 m<sup>2</sup>, over 500 French and international brands, exclusive collaborations with the biggest names in world design and the most promising talents of their generation, as well as an online sales website offering a selection of over 10,000 design pieces for the home and professional spaces (available for purchase, sale or second-hand). Above all, Silvera is inspiring responsible and committed to CSR.

A company that is consciously aware of environmental challenges, and a driving force behind proposals to make a positive impact on the future.

A company, a brand, that has been defending the same idea for over 30 years: that design should be about living well, not just living beautifully.

[silvera.fr](https://www.silvera.fr)