

Living Divani joins Altagamma

A pre-eminent player on the furniture scene, recognised for its distinctive style of lightness, clean lines and perfect proportions in upholstered furnishings, Living Divani is now part of Altagamma, a foundation which gathers together internationally renowned, high-end Italian companies whose corporate management and products reflect Italian culture and style and that stand out for innovation, quality, customer service, style and prestige.

Founded in 1992 by Michele Alessi (Alessi), Mario and Paolo Bandiera (Les Copains), Marina Deserti (Baratti&Milano), Ferruccio Ferragamo, Carlo Guglielmi (Fontana Arte), Maurizio Gucci, Gianfranco Ferrè and Franco Mattioli, Angelo Zegna and Santo Versace, with the support of Armando Branchini, Altagamma's mission is to build up the international presence of its member companies and support their growth.

Living Divani's participation (a by-invitation, three-stage process) enabled it not only to enter one of the most exclusive groups of Italian firms, but also to protect and promote, worldwide, the cultural and economic heritage of the highest Italian lifestyle; to form synergies with the other founder companies in order to boost its competitive edge; to share market information and opportunities; and to be the protagonist of high-profile, high-visibility events and marketing initiatives.

Its membership of Altagamma is a testament to the level of excellence Living Divani has achieved in its production of comprehensive furnishing plans for residential and contract settings in keeping with a typically Italian, sophisticated contemporary lifestyle. It also confirms the firm's ability to manifest the key concepts of its design vision not only through its collections but in every aspect of its corporate style, from its marketing, handled by Graphx, to its fair stand and store layouts, and including the architecture of its Anzano del Parco headquarters, a clear, light-filled box created by architect and designer Piero Lissoni in 2007.

Fondazione Altagamma

Since 1992 Fondazione Altagamma gathers under its umbrella top-flight Italian companies with internationally renowned brands. Its mission is to promote the finest Italian manufacturing and the culture underpinning it.

Altagamma's founding companies are positioned at the very high end of the market and are conspicuous for their innovation, quality, customer service, style and prestige in addition to reflecting Italian culture and sophistication in both their corporate management and products.

The member companies of Fondazione Altagamma are very diverse, but the products and services they represent all share the same, highly iconic status in their respective category: design, fashion, food, jewellery, sports articles, speed or hospitality.

Each company ideally embodies the aspect that gives the Made in Italy brand a competitive edge around the world: a combination of superior entrepreneurship and our country's ideal, cultural, historical and natural heritage.

Altagamma firmly believes in the importance of safeguarding and promoting Italy's image around the world and it actively co-operates with official agencies and other organisations that pursue the same objective, in accordance with the Fondazione's statute drawn up in 2009.

www.altagamma.it