

A new prestigious showcase for Living Divani in the heart of Paris design district

Starting from September 2016, the well-known French retailer **Silvera** will transform its **showroom** at **43 of Rue du Bac**, welcoming, in a completely renovated environment, some of the most important brands that represent the excellence of Italian design.

Living Divani, reference point in the design scene due to the perfection, the balanced proportions and the understated luxury style of its upholstery, will be present at this prestigious space in the heart of Paris design district, with a full presentation of its collection.

Silvera story begins in 1991 when Paul Silvera, now CEO of the company, driven by a passion inherited from his father who was a furniture maker, and strengthened by an experience gained in the United States and then in Paris, decided to open with her sister Fabienne the first Silvera store in Avenue Klébler.

From that moment on the group has started growing exponentially and its showrooms represent today a favourite destination for architects, interior designers and final consumers.

Therefore, in a perspective of a continuous development and in order to meet the increasingly diversifying customers' demand the famous showroom at 43 of Rue du Bac, opened in 2000 and run by Brigitte Silvera, will be presented in September in a completely new dress, proposing a selection of brands that with this inauguration will make their debut in the VII arrondissement.

The ample space, actually divided on three levels, will be made brighter thank to the removal of some internal partitions: light, transparency and wide visibility are the main elements that characterize the restyling project.

The spacious ground floor, which at the beginning was a fencing hall and then a yarn factory, will play on the contrast between the white of the high ceilings and the charcoal grey of the floor for a space with a more modern look that still retains all the charm of its history. In this context, there will be at the same time some Living Divani best-sellers, such as the modular system **Extrasoft** and the elegant **Rod** sofa, both designed by *Piero Lissoni* together with a selection of the 2016 proposals to introduce the visitor in the world of formal purity and sophisticated elegance typical of the brand.

Among the new products, the **Sartor.C** armchair, always signed by *Piero Lissoni* with "deconstructed" armrest and backrest, the low table **Grek** by the brothers *Gabriele and Oscar Buratti* with a manly look and strong industrial aesthetic, the **Galileo** mirror by *Mario Ferrarini* with an elegant bronzed finishing and the coat hanger **Ceiba** made of solid ash by *Luis Arrivillaga*. Graphic pattern on the floor are created by the new flatweave carpets of **Kumo Collection** designed by the duo *mist-o*.

The presence in this prestigious showroom for Living Divani is an essential showcase in the centre of an international city like Paris. It also marks the starting point of an important collaboration with the dealer Silvera, who not only is strongly sensitive to high quality but also shares the philosophy and the design approach with the company.

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