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LIVING D I V A N I

Living Divani Virtual Apartment

Living Divani launches its ideal living space, where new collections are presented throughout interactive tools

Residential spaces increasingly represent an opportunity to express one's personality and the chance to create bespoke environments suited to particular needs and ideas of comfort. Living Divani responds to this request giving shape to its ideal concept, a virtual apartment developed with the aim of showcasing the latest novelties of the brand, in harmonious dialogue with the other products, to reveal elegance, refinement as well as versatility of the entire collection.



"Born with a special focus on upholstered furniture, our Company has progressively expanded its production, proposing a complete Living Divani world, refined in every detail. This virtual apartment, especially in this historical juncture, which has limited the possibility of seeing and lively discovering the new proposals, has given us the opportunity to create an idea of "space" where, in addition to setting our products, we can also describe them in-depth thanks to the additional interactive contents offered by the digital experience".

Carola Bestetti, Living Divani head of marketing and communication



Always attentive to new scenarios and open to experiment, the Company has decided to develop an innovative virtual apartment, which provides 360 ° mobility in space to give ideas and inspirations for combinations and settings characterized by refined elegance. Two are the versions designed; the first one focuses on the 2020 novelties products that, due to the contingency, have been presented only digitally and which therefore had fewer opportunities to be “lively discovered”. A second one, foreseen for this summer, has been created with the aim of completing the recent presentation of the 2021 news with an interactive experience through which the user can learn more about. From the numerous living areas to the bedroom, up to a wide and bright outdoor terrace, each room is an opportunity to closely look at the brand's news, accompanied by bestseller icons, to capture details and try to figure each model in the own residential or workplace. This tool gives also the possibility to discover additional contents; technical information, images, animations and video interviews, for an immersive journey that includes different degrees of analysis and that simultaneously responds to both the needs of the commercial network and those of the final consumer.



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