

#DECOR

SHANTA LIFESTYLE

Exclusively Brings Natuzzi to Bangladesh



Natuzzi is the best-known lifestyle brand in the global furniture industry. Founded in Puglia, Italy by Pasquale Natuzzi in 1959, the Natuzzi style, as it is known now, has been developed over the past three decades with their signature-coloured leather sofas featuring innovative design and unparalleled comfort.

The brand's long-established expertise in effectively combining design, functions, materials, and colours allows it to constantly evolve in line with style and fashion trends.

In 1993, it became the first and only Italian lifestyle brand to be listed on Wall Street, establishing Natuzzi as one of the world's leading players in luxury furniture. With a global retail network of 651 mono-brand stores and 563 galleries, Natuzzi distributes its collections worldwide to more than 120 countries in 5 continents and has now arrived in Bangladesh exclusively through Shanta Lifestyle Ltd.

Natuzzi combines Italian design, synonymous with beauty and craftsmanship, and a comfort capable of enveloping the senses. Over sixty years dedicated to the pursuit of beauty, where smooth lines combine in a casual modern design.

Shanta Lifestyle offers a one-stop solution for home design that embodies and enhances your taste and improves your home ambience.

To accomplish this, Shanta Lifestyle has partnered with Natuzzi Group to exclusively bring *Natuzzi Italia* and *Natuzzi Editions* to Bangladesh. This past June, Shanta Lifestyle inaugurated Bangladesh's first flagship store for Natuzzi Italia on the 3rd floor of Shanta Forum and an outlet for Natuzzi Editions on the 2nd floor.

The Shanta Forum itself is an iconic landmark and the country's first twin tower building. Located in Tejgaon, the state-of-the-art landmark stands out on the Tejgaon skyline and reflects the new standard of luxury and exclusivity that characterises the area.

The flagship store welcomes its guests with a cosy living area consisting of the Campus sofa, designed by renowned architect Mauro Lipparini (winner of the Good Design Global Awards). The living

room area showcases the entirety of the Campus set, including a sofa set, side tables and a coffee table. The set is highlighted by the armchair Conca designed to mimic a cocooning and reassuring alcove, inspired by Scandinavian architecture.

Right next to this resides the dining area, consisting of the dining table Campus, also designed by Mauro Lipparini. The impressive table is designed to be timeless while abiding by a contemporary aesthetic. The table is accompanied by a set of chairs called Edgar, both in fabric and leather finishes. The chairs are designed by Natuzzi's former Creative Director Claudio

and technological advancement to create innovative products made to increase the comfort of living. The first sofa displayed is the Meraviglia, a testament to Natuzzi's research and technology-integration movement. The leather-finished sofa includes a soft-touch motion-controlled recliner, two cup holders, a storage space for books or TV remotes, and a full-size sofa bed, and a reading light (with adjustable brightness). The Meraviglia is the ultimate sofa for your personal lounge.

Throughout the 5,000 sqft flagship store, there are zones showcasing individual rooms. The Natuzzi Editions store on the



Bellini to fuse comfort, contemporary design, and versatility.

The corner of the store displays the brand's most prized sofa set, the Wave.

An elegant three-seater sofa set designed by Nika Zupanc (Elle Woman of The Year in 2015). The Wave's shape resembles the movement of the sea, and its edges create an elegant and intimate design, making it a centrepiece of any formal living room. Its unique eye-catching design not only draws attention to the space, but it tells a beautiful story and can be a topic for any dinner conversation.

Level 2 houses Natuzzi Editions, a brand that incorporates customer lifestyle needs

2nd floor also displays the products in a similar manner. There are numerous variations which help customers visualise how they can decorate their rooms with Natuzzi. The result is a pleasing experience to cater to all your interior design needs.

All products can be found on the website, www.shantalifestyle.com. Natuzzi offers dozens of fabrics and finishes, with samples displayed throughout the Experience Centre. The website has integrated Augmented Reality (AR) so consumers can view an array of additional textures, fabrics, and finishes and visualize the look in the comfort of their homes.

Photo: Shanta Lifestyle and Sazzad Ibne Sayed

