

Cattelan Italia Launched in Bangladesh by Shanta Lifestyle

Cattelan Italia was founded in year 1979 by Giorgio Cattelan and Silvia. Giorgio built on his family heritage and legacy to establish Cattelan Italia. Today, their collections are produced by a close network of expert manufacturers, featuring collaborations with world renowned designers offering premium quality products, which are 100 percent made in Italy. Through rigorous and constant research and development with its host of designers and artisans, Cattelan Italia has enabled itself to continuously adapt to the need of time. The collection offered consists of pieces designed to offer maximum comfort, while also allowing customisation so the consumers can fine tweak to their pleasing.

The prestigious and award-winning Cattelan Italia brand, carried by showrooms in more than 140 countries around the world has now made its way to Bangladesh by partnering with Shanta Lifestyle.

Shanta Lifestyle is an initiative which aims to alleviate the problem people face when creating the home of their dreams by providing a one stop solution to all their interior designing needs. To do so Shanta Lifestyle has partnered with Cattelan Italia to bring Italy's finest to Bangladesh. The outlet is on the second floor of the state-of-the-art and the country's first twin tower, Shanta Forum. Located in Tejgaon, the iconic landmark stands head and shoulders above the rest on the Tejgaon skyline.

The setup of the whole showroom is done to create a warm and welcoming experience with the aim to quench the thirst of interior décor for its visitors. All the products mentioned can be found on the website www.shantalifestyle.com. The website features a host of other brands and offers customisation with the aid of Augmented Reality (AR) to allow the consumers to visualise different alterations real time.

The store offers dining table Stratos Keramik Premium, designed by Paolo Cattelan (Commercial Director CEO of Cattelan Italia) and Studio Kronos, and is one-of-a-kind ceramic top dining table consisting of a unique texture underlined by chairs called Italia Couture, which is another Paolo Cattelan creation. The metal structured chairs have their finishes in soft leather embellished by diamond shaped stitches on the backrest. The whole setup is lit up by the chandelier called Heaven, created by Giorgio Cattelan (Founder of Cattelan Italia), the futuristic ring-shaped chandelier is adept for both classic and contemporary spaces.

Another dinning space, Skorpio, is designed by Andrea Lucatello (winner of International Chair Exhibition), this glass topped origami-esque dining table is crafted to create magic with light reflections. The chairs Arcadia complement the table. The beige leather finished



sophisticated design invokes a timeless allure. Accompanied by the sideboard Chelsea, by Alessio Bassan, is a must have for any accommodation. The sublime

titanium finish provides an exquisite option to store your valuables.

Further into the showroom the night area setup has the Nelson bed, by Andrea Lucatello. The beautifully crafted bed is showcased like an ancient ship sailing in the wind. Right beside the bed rests the nightstand Ciro. This two-drawer nightstand with its minimal and elegant look perfectly highlights the bed and blends as one. Behind the bed and nightstand is the bookshelf Freeway. This modular bookshelf by Giorgio Cattelan is claimed to be the embodiment of the value and style of Cattelan Italia. The modular system means that this shelf can be customised, and its use case can also be of variety. The bedroom setup is completed by the dresser called Cocoon Trousse Leather. This LED equipped make-up console, designed by Paolo Cattelan, is bound to complete any bedroom space with its soft leather top. Cocoon Trousse Leather is both smart and multifunctional.

Shanta Lifestyle aims to cater to the rising needs of Bangladeshi consumers searching for exclusivity and high-end design solutions. In doing so, become the standard setter in the interior décor landscape. The launch of their Cattelan Italia store is one of its first steps.

By Salim Sadman Mahadi
Photo: Bayezid Bin Waheed